

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## HUDSON-ESSEX NEW BODY PLANT RISING RAPIDLY

Daily Capacity of Factory When Completed to Be 1,000

Special from A. D. N. Detroit Bureau  
**DETROIT, Oct. 17.**—Work is under way and is being pushed rapidly on the gigantic buildings for the new body plant of the Hudson Motor Car Company.

This is being erected on the site of the old Clayton & Lambert Stamping Company's plant, near Knodell Avenue and Conner's Avenue.

When completed, the new plant will have a capacity of 1,000 bodies daily, according to report. It will be devoted entirely to the manufacture of Hudson and Essex coaches, and will be the largest plant in the world used for the manufacture of this type of body, officials claim.

When the Hudson Motor Car Company bought up the Clayton & Lambert plant three years ago it also acquired considerable additional ground, running to the east and to the south. The present construction, now under way, will not utilize all of the available space, but will provide for still further expansion. There will be four buildings, approximately 1,200 feet long and 100 feet wide.

One unit of brick and concrete, about 1,000 feet long and one story in height, has been built at the north end of the property. The ultimate plan is to make this structure six stories high. Immediately to the south of this building, excavations are under way for a group of four-story buildings to be used for body-making.

Future plans, as they affect the plant now being developed, are said to include razing the present buildings of the old Clayton & Lambert Company.

New units of the body plant are to be erected on their sites, but will extend still further to the west.

**DISPLAY** advertising of these manufacturers will be found regularly on the pages of the Automotive Daily News:

Automotive Rotary Lift  
Buick  
Chevrolet  
Continental Motors  
Flint  
Hupmobile  
Hewitt Rubber  
J. H. Newmark  
Juhasz Carburetor  
Locomobile  
Oakland  
Pierce-Arrow  
Rawlings Company  
Rickenbacker  
USL  
William R. Rowe Co.  
Wisconsin Parts  
Wise Industries

## Production of Cadillac Keeping Up at High Level

Special from A. D. N. Detroit Bureau  
**DETROIT, Oct. 17.**—Production at the Cadillac Motor Car Company plant continues at a high level, both on domestic and on export business. The company is reported to be 650 cars behind on export orders. Most departments are working on an overtime schedule.

## KELLY TRUCK TO GO UNDER HAMMER

Company to Be Sold at Auction to Satisfy Judgment

Special to the Automotive Daily News  
**Springfield, O., Oct. 17.**—Judgment for \$2,097,648 against the Kelly - Springfield Motor Truck Company was taken in the Common Pleas court here Thursday by the bondholders of the company, and the property of the company ordered sold at public sale, November 23, by the receiver, Pearl A. Lewis. The judgment, taken on foreclosure proceedings, represents \$1,500,000 in bonds and \$597,648 in interest due the bondholders.

The sale will be held at 2 p. m. at the factory, Burt and Sheridan Streets. Attorneys representing the receiver informed the court before the judgment was taken that three prospective purchasers are prepared to bid for the property, which is appraised at \$1,800,000 with the idea of continuing it as a going concern.

The judgment was taken by the Bankers Trust Company of New York city, which acted as trustee for the bondholders. The bondholders about three years ago had the receiver named, and he has been conducting the business ever since.

Production has been curtailed, but the company is still turning out a number of heavy duty trucks each month. According to local attorneys, the foreclosure is the first step in a plan for complete reorganization of the company. The new purchasers, they say, will expand the business and increase production at the local plant.

The bondholders in the old company desire to liquidate their holdings. Besides the claims of the bondholders, there are unsecured claims of \$400,000 against the company, and the government has a claim for \$110,000 back income tax for the years 1918, 1919 and 1920.

## JOHN J. PLATH DIES SUDDENLY IN MIAMI

Special from A. D. N. Detroit Bureau  
**DETROIT, Oct. 17.**—Word was received at the D. A. C. yesterday of the sudden death Thursday night of John J. Plath, who died of pneumonia at Miami, Fla. At the time of his death, Mr. Plath was handling Chrysler sales and service in Miami and Palm Beach.

Mr. Plath had been in the automobile field for years. Previous to his taking over the Chrysler activities in a section of Florida, he was general sales manager of the Maxwell Motor Corporation.

**THE OLYMPIA SHOW!** The photograph below is the first received in this country of the famous Olympia Automobile Show, just held in London. A number of American manufacturers attended the exhibit.



## GOODYEAR TIRE JUMPS PRICES

Casings Go Up 15 Per Cent., Tubes and Truck Tires 20 Per Cent.

**Akron, Oct. 17.**—Goodyear Tire and Rubber Company has increased prices, with the exception of smaller sizes, 15 per cent. on casings and 20 per cent. on tubes and truck tires, effective today.

This is the fifth advance in prices this year. Despite a total increase of about 50 per cent. since last May, prices are still only slightly above the 1923 mark and below 1920 levels, according to W. C. Behoteguy, sales manager. The last increase became effective July 18.

Other major tire manufacturers, including Goodrich, Firestone, United States, Fisk and Miller are expected to meet the Goodyear increase.

## JOSEPH REYNOLDS OF TOWSON BODY DEAD

Special from A. D. N. Detroit Bureau  
**DETROIT, Oct. 17.**—Joseph Reynolds, for twenty-five years plant superintendent of the Towson Body Company, now a unit of the Murray Body Corporation, died suddenly in the General Motors Buildings Thursday evening. He had driven downtown, and as he alighted from his car in front of the building he sank to the pavement. He was carried within doors, where he died a few minutes later.

Mr. Reynolds came to Detroit from Harrison, Ontario, thirty-five years ago. He at once found employment with the Anderson Carriage Company, which later became the Anderson Electric Body Company and later the Towson Body Company.

He is survived by a widow and six children.

## FORD F. I. A. T. DEAL

**New York, Oct. 17.**—Agreement reported signed whereby F. I. A. T. Company takes over Ford factories at Trieste, Copenhagen, Riga and Constantinople, and Ford Motor the F. I. A. T. works in North and South America.

## Tire and Tube Output Grows

Special from A. D. N. Washington Bureau  
**Washington, Oct. 17.**—Consumption of rubber and production of tires and tubes by American manufacturers showed a substantial increase in August over the same month last year, a survey by the Department of Commerce indicates. The latest figures follow:

	1925	1924
Consumption by lbs.	53,174,000	40,335,000
Production of tires	4,205,000	2,235,000
Production of tubes	6,712,000	5,016,000
Production of solid tires	62,000	36,000

**CHICAGO SHOW SUCCESS**  
**Chicago, Oct. 17.**—Officials of the Chicago Automobile Trade Association report the used car show which closes tomorrow night at the Coliseum has been the most successful in the history of the annual event. All of the exhibitors registered sales, some selling as many as twenty cars.

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## FIRMER POLICY IN FINANCING OF AUTOS PLANNED

Leaders Hope to Curb Reckless Methods of Some Companies

**NEW YORK, Oct. 17.**—A determined effort to commit the National Association of Finance Companies to a firmer policy on automobile sales financing will be made at a meeting of the association in Chicago, November 16 and 17. Leaders in the automotive industry are alarmed by the danger threatened if the present competitive conditions are permitted to continue.

It is expected that the General Motors Acceptance Corporation will take the lead in the fight for a sounder basis of financing. This corporation and a number of the other large financing organizations have stood resolutely against any departure from recognized principles of safety and they are prepared to resume their efforts to curb the evils of reckless financing brought on by the competition between financing companies.

Some months ago the association went on record, in a set of resolutions, as being strongly opposed to the acceptance of automobile paper covering a period longer than twelve months. The resolutions provided that "all finance companies and bonding company which guarantee automobile retail paper be and the year hereby urged to only purchased, discount, lend upon or guarantee automobile retail paper covering the sale, lease or mortgage upon new or used passenger cars for individual use, as follows:—

- On monthly installment paper covering new passenger cars, the maximum maturity of such paper shall not exceed twelve months, payable in equal monthly installments.
- On monthly installment paper covering new passenger cars, the minimum down payment by purchasers shall not be less than either one-third of the cash or 30 per cent. of the time-selling price at point of delivery, including accessories and equipment.
- On monthly installment paper covering used passenger cars, the minimum down payment by purchasers shall not be less than either 40 per cent. of the cash or 37 per cent. of the time-selling price at point of delivery, including accessories and equipment, with a maximum maturity of twelve months, payable in equal monthly installments.

And be it further resolved: That all manufacturers and distributors of and dealers in passenger cars be and they are hereby requested to co-operate in a sincere endeavor to confine the sale of new and used passenger cars for individual use within the aforesaid limitations, in order to continue to keep the manufacture, distribution and retail financing of passenger automobiles

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1925

XUM



## TRAFFIC STUDY NEWEST COURSE

Established by Studebaker at University of California

Special to the Automotive Daily News

**SOUTH BEND, Ind., Oct. 17.**—The University of California has announced the establishment of the Albert Russell Erskine Bureau for Street Traffic Research. The bureau has been created by the Studebaker Corporation of America and carries the name of its president, Mr. Erskine.

Funds for the establishment of the bureau in the university have been offered by Paul G. Hoffman, vice-president of Studebaker.

In commenting upon the purpose of the bureau, Mr. Erskine stated that much of the failure of American cities to deal effectively with street traffic was to be attributed to lack of technical information. Traffic is an engineering problem, he declared, and can be controlled satisfactorily only by sound engineering methods.

"With this principle in mind," he said, "we have offered to co-operate with a great university that we may make a constructive contribution to a problem, vitally affecting utility and safety of automotive transportation."

The bureau will be in charge of Dr. Miller McClintock, at the southern branch of the university in Los Angeles. Dr. McClintock was formerly with the Government Research Bureau in Harvard, and is widely known as a traffic engineer.

The bureau will limit its activities to the study of urban traffic difficulties and their correction. Exhaustive investigations will be made of pedestrian control, conflicts between street cars and automobiles, parking methods, speed, street design, grade separation, signaling devices, uniform regulations and allied subjects. The reports of the bureau will be made available for all American cities.

The two fellowships created by Studebaker will each pay \$1,000 a year and be granted to graduate engineering students in the University of California. It is designed for the purpose of encouraging interest in traffic engineering as a profession and making possible intensive research.

## Canadian Exploitation of New Ford Drives Sales Up

Special from A. D. N. Detroit Bureau

**Detroit, Oct. 17.**—One of the most novel, best planned and executed publicity stunts in automobile history has been the introduction of the new Ford models to the Canadian public. Henry Ford's American publicity methods have long been accepted as brilliant, but it remained for the executives of the Ford Motor Company of Canada, Limited, to match, if not better, their American cousins.

The first of the new Ford models was shipped to Halifax, N. S., on the eastern coast, as soon as completed. It was immediately started westward in the manner of the pony express of several decades ago, Ford dealers passing the car from town to town.

The car reached Vancouver, B. C., on the west coast today, and it is estimated that more than 3,000,000 people will view it. This is almost one-third of the entire Canadian population.

The Ford dealer organization in Canada numbers 750, and the car was routed so that it passed through the hands of the greatest possible number of dealers. One of the most important features of

**RADIO-EQUIPPED CAR!** Adoption of radio-equipped police cars in Cleveland is making it harder for the criminal. Photograph shows a Peerless car so equipped and a flying police squad getting orders from headquarters while on the move. A loud speaker or car phones may be used.



## PRICE CUTS ANNOUNCED IN EUROPEAN MACHINES

London, Oct. 17 (U. T. P. S.).—

An all-round cut, both for cars and trucks, is announced by Berliet. On the passenger car list the most striking reductions are the 15.9 horsepower saloon 4-5 seater, from £477 to £395; the 15-50 horsepower four-door de luxe saloon from £695 to £595, and the 23-70 horsepower chassis from £650 to £525.

The 16 horsepower Beardmore chassis has been reduced from £375 to £350.

The Fiat 15-20 horsepower and 20-30 horsepower range have been increased in price by 5 per cent.

Wolsley has made slight reductions in some models in its 11-22 horsepower and 24-55 horsepower ranges, but these are counterbalanced by an increase in the 16-35 horsepower range. The reason for the increase is the incorporation of a four-speed gear-set and plate clutch in the medium range.

Talbot 12-30 horsepower and 18-55 horsepower models have been reduced, in some cases by £80.

## SURVEY PARTS MARKET

**Detroit, Oct. 17.**—L. H. Welker, president E. H. Welker Company, Inc., representing a number of auto parts manufacturing companies, has sailed for Europe for a five weeks' trip of survey, covering the foreign market for auto parts.

the trip is that the car is said to be the first automobile to have completely crossed Canada under its own power.

At points in the Rocky Mountains and elsewhere where the roads were impassable the wheels were removed and the car equipped with railroad wheels, the car running on the steel rails under its own power. In the provinces of Saskatchewan and Alberta, the heart of the Canadian prairies, the car ran into eight days of the worst possible weather conditions, driving rains and at times blizzards, where the first snows of the year were swept before strong winds.

The result of the publicity campaign to date has been a large increase in unfilled orders for the Ford Company of Canada, which has necessitated day and night shifts being operated at the plant in Ford, Ontario, a few miles from Windsor, Canada, and directly across the river from Detroit. The October schedule calls for 11,000 cars, which will represent the largest single month's production in the history of the company.

## OIL MEN WILL MEET THIS WEEK

**Chicago, Oct. 17.**—The American Oilmen's Association has completed its program for its annual convention here at the Congress Hotel, October 20 to 22. It is said to be the most pretentious in the history of the association. Educational features of the program include working models of an oil lease and a refinery equipped with cracking process.

Mayor William E. Dever will welcome the visitors at a luncheon Tuesday, October 20. Speakers for that day and evening are W. H. Humphrey, Federal Trade Commissioner; Dean Emory Thomas Filbey, University of Chicago, first director American Institute of Meat Packers; Prof. N. W. Barnes, University of Chicago; Joseph J. Schroeder, executive secretary, Chicago Chapter, American Institute of Banking; Elmer LaMont Rhoades, assistant director, American Institute of Meat Packers; Henry T. Hemming, director, department of education, United Typothetae of America; J. Edgar Pew, president American Petroleum Institute; T. A. Boyd, General Motors Research Corporation.

The list of speakers on Wednesday includes Homer J. Buckley, Buckley-Dement & Co., Chicago; Andrew A. Bruce, former Chief Justice Supreme Court of North Dakota; Charles R. Miller, White Star Refining Company, and H. L. Deming, Lincoln Oil Refining Company.

## Promotion for C. W. Sandford

**Evansville, Ind., Oct. 17.**—C. W. Sandford, for the past three years a member of the Graham Brothers operating personnel at the Detroit, Mich., motor truck plant, has been promoted to the position of executive assistant to President Joseph E. Graham, recently elected president of the Hercules Corporation. Mr. Sandford will act as manager of the local Hercules Corporation plant recently acquired by the Servel Refrigerator and Graham Brothers interests.

## SALT LAKE CITY AUTO MAN FATALLY INJURED

**Salt Lake City, Utah, Oct. 17.**—H. A. Mather, secretary-treasurer of the Weeter Motor Company, until recently the Weeter-Collett Motor Company, and manager of the Interstate Finance Company, is dead as the result of injuries received in an automobile accident on Provo Bench, near Provo, Utah county.

He was on his way home from a business trip to Delta, a town of which he was at one time mayor. Deceased was 38 years of age. A widow and two children survive.

## Martin-Parry To Begin Work On Jackson Plant

**Jackson, Miss., Oct. 17.**—Work is expected to begin before the end of the present year on the Jackson plant of the Martin-Parry Corporation, automobile body manufacturers, which is to cost approximately \$200,000 and will employ 300 persons.

Jackson was selected as the site for this latest unit in the Martin-Parry chain in competition over Memphis, Tenn., and Laurel, Miss., choice of the local location having been announced here by J. A. Calahan of York, Pa., vice-president and general manager of the corporation.

Following a conference between civic leaders and Mr. Calahan and H. C. Yawn, Jr., of Lumberton, Miss., manager of the Mississippi interests of Martin-Parry, the Jackson Chamber of Commerce agreed to assume the corporation exemption from taxation as provided by the Mississippi statutes; proper housing facilities for the employees who are to be brought here; a site of 25 acres.

The Martin-Parry Company formerly operated a plant at Lumberton, in the southern part of the state, but after its destruction by fire some time ago, officials have been casting about for a new location, where railroad facilities would be better.

The new concern will use both yellow pine and hardwoods.

## Maxwell Draws New Assignment

Special from A. D. N. Detroit Bureau

**Detroit, Oct. 17.**—E. J. Maxwell has joined the standards department at the general offices of the Chevrolet Motor Company. He was formerly production manager of the Chevrolet plant at Buffalo, where he has been succeeded by W. E. Davis.

## DISBURSE \$6,555,594 IN WAGES IN SEPTEMBER

**Youngstown, O., Expects 1925 Payroll to Exceed \$80,000,000**

**Youngstown, O., Oct. 17.**—The September wage disbursement here through banks is announced as \$6,555,594, a gain of \$58,135 over the preceding month, and a gain of \$462,676 over the corresponding month of 1924.

With good steel operations in sight for the balance of the year, it is expected the Youngstown wage bill in 1925 will be more than \$80,000,000.

In that event it will top the 1924 disbursement by about \$3,500,000.

## BUS SHOW TO BE HELD IN DETROIT

First National Exhibition  
Set for Nov. 16-21;  
Space Goes Fast

Special from A. D. N. Detroit Bureau

**DETROIT, Oct. 17.**—Detroit will be the host to the first national motorbus show to be held. Dates have been set for November 16 to 21, and more than 14,000 square feet of space has already been sold in Grindley Hall, where the exhibits will be shown.

The dates selected coincide with those of several other national conventions that have an interest in the motorbus industry. These include the Michigan Bus Owners' Association, the American Association of State Highway Engineers and the Society of Motor Transportation Engineers.

Charles E. Stone, chief engineer of the People's Motor Coach Company, is general chairman for the show, with George D. Wilcox, automotive engineer of the Department of Street Railways, as vice-chairman and R. B. Gotfredson, vice-president of the Gotfredson Corporation, as treasurer, and J. W. Howe as secretary.

Other committees are: Finance—L. H. Saunders, vice-president D. A. D. A., chairman; C. L. Grainger, general manager Commerce Motor Truck Company, and W. D. Edensburn, secretary Michigan Automotive Trade Association. Bus Operators—J. Lee Barrett, treasurer Detroit Automobile Club, chairman. Accessories—A. H. Ferrandou, manager motor coach sales, Graham Bros., chairman. Special Exhibits—C. E. Stone, chairman. Parts Manufacturers—C. L. Grainger, chairman. Bus Body Manufacturers—L. H. Saunders, chairman. Bus Manufacturers—George D. Wilcox, chairman; C. E. Stone, publicity—W. D. Edensburn, chairman; J. W. Howe.

Among those who have already secured space at the show are Denby Motor Truck Company, Continental Motors Corporation, Detroit Street Railways, Auto Body Corporation, Gotfredson Corporation, Graham Brothers, American National Omnibus Corporation, Studebaker Corporation, Reo Motor Truck Company, Commerce Motor Truck Company, Mack Motor Truck Corporation, Yellow Truck and Coach Manufacturing Company, Beans & Crenthor, English & Mersick and Bragg-Kleisrath Corporation.

## Stricter Regulation of Auto Financing Urged

(Continued from Page 1)

on time upon a safe and sound basis.

Recently the directors of the association modified the fore-going resolutions to some extent with the result that there has been a growing tendency on the part of many companies to depart from the principles enunciated. The more important companies in the association are as strongly opposed as ever to long-term paper and they intend to seek, at the Chicago meeting, the adoption of resolutions which will bind the members of the association to a definite policy intended to bar the handling of paper that extends over a longer period of time than that recognized as safe.

Financing companies are besieging the motor companies for business and dealers in many parts of the country have been encouraged to sell cars on long-time payments. In isolated instances, particularly on the West coast, automobile sales have been

made on three-year paper. This, the conservative finance companies contend, is beyond all bounds of reason and safety.

Besides seeking an agreement on short-time paper and larger down-payments, the companies that are behind the movement for a more cautious financing policy will urge a greater diversification in the acceptance of automobile papers. Some of the companies, particularly the smaller ones, are taking risks in "putting all their eggs in one basket," that is, accepting paper in only one section of the country.

Prominent automotive interests take the position that long-term financing, in addition to being unsafe, is unnecessary at the present time as a stimulus to automobile sales.

As evidence of this they point to the fact that cash sales this year probably will be the largest in the history of the industry. Prosperity is so widespread that there is less real demand for long-time accommodations than ever before.



## DEALERS JUNK USED MACHINES OF LOW PRICE

**B**UFFALO, N. Y., Oct. 17.—One interesting feature in the used car markets at the present time is the fact that owners of open car models are willing to sell for proportionately much less than a year ago. In fact, as one Buffalo dealer expresses it, most of them are glad to dispose of their old open car models at a song.

This condition is regarded as good by the dealers for it enables them in many cases to junk the very old and decrepit open car models and thus get them off the market, so ridiculously low are some of the prices at which owners offer them. In fact, it is becoming rather the fashion with some dealers to refuse to make an offer on very poor cars of this class, putting it up to the owner to appraise his own junk.

Used car sales in Buffalo are slow to fair. For the week ended September 26, 21 dealers reported 130 used car sales, with a total volume of \$59,870, which is an average price of \$460 plus. This compares with sales for the previous week of 119 cars with a total volume of \$63,700, an average price of \$535 plus.

Undoubtedly the best sellers in the used car market now are 1924 closed models. For such cars the buyers are found among a very good class of people, many of moderate wealth and men of large salaries evidently being in the market this year for a used car if the quality is there.

Mechanics, farmers, street car and bus men, truckers and general laborers are picking up used cars in the lower price ranges.

### MARKET IMPROVES

Evansville, Ind., Oct. 17.—While generally rated as a sluggish week in sales of used cars, advances made by the larger distribution agencies swelled the totals of the week ended October 10 to eighty-three cars, as compared with seventy-four cars for the preceding week. Stock of used cars at the end of the week with the nineteen markets reporting were estimated in value at \$138,700, said to be from 10 to 40 per cent. less than at this period of 1924.

With the approach of cooler weather the closed models, with the smaller makes favored, continue to be the best sellers. Dealers declare difficulty in trying to dispose of the bigger types. Prices for good used cars are rated at from \$150 to \$350 for the lighter cars and from \$300 to \$500 on the heavier types.

September sales of used cars by nineteen dealers comprising the principal markets are given at 241 cars, said to be more than for the corresponding month of 1924, though two large handlers of used car stock noted a big falling off from the 1924 record in the month's results.

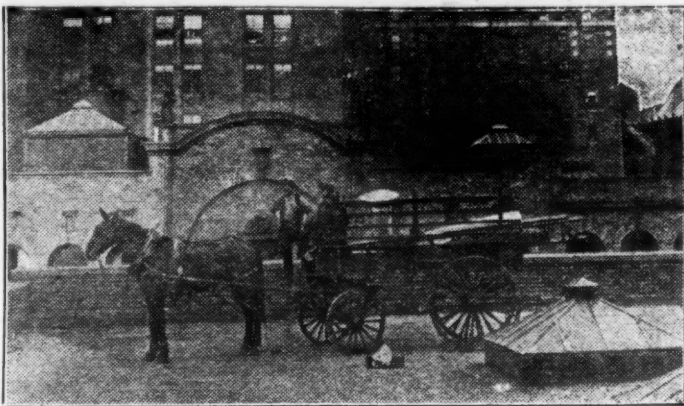
### SALES IMPROVE

Long Beach, Cal., Oct. 17.—A survey of the used car market reveals the fact that this branch of the automotive business is good, and the general consensus is that the fall and early winter will show a marked improvement over the present volume.

That there will be more ready money in this territory with which to purchase better cars is a certainty, though it cannot be predicted whether most of it will go to the small new cars or the better grade of used cars. Building permits, the best barometer of business in southern California, are on the increase.

The used car manager of the Long Beach Motor Sales Company, Hudson-Essex dealers, states that last year at this time was better than this year, and J. E. Warne of the H. C. Melone Company,

**SAFE PARKING PLACE FOR DOBBIN**—This ancient steed, driven by the relentless pressure of heartless automobiles, found himself a parking haven atop the roof of a large automobile building on West 56th Street, New York. In this way his owner has helped solve the traffic problem.



## Delayed Shipments Retard Sales in New Autos

Charlotte, N. C., Oct. 17.—The chief source of worry for North Carolina automobile dealers at this time is the supply of new cars. Millions of dollars are being poured into circulation in the state, as great crops of tobacco and cotton are being rushed to the markets, and the automobile merchandising industry is enjoying a "rushing" business.

Sales of new cars this month are expected to be record-breaking, if the dealers obtain sufficient numbers of cars to fill their orders. Sales in October, last year, of new cars totaled 5,650, and estimates here are that more than 6,000 new cars will be sold this month.

Eastern North Carolina is the best territory in the two Carolinas at this time and the Carolina distributors are concentrating their sales efforts in that region.

### NO DELIVERIES

Topeka, Kan., Oct. 17.—Reports from all over the state indicate plainly that Kansas dealers are still in the doldrums of delayed deliveries. Registrations by new car owners in the secretary of state's office show only 267 new model cars sold during the week ended today. In the same period there were 413 cars of all makes registered as being of 1925 model.

Practically the same situation is shown in the registration of commercial cars for the week, there being 23 new and 96 used trucks and commercial cars of 1925 model.

Though totals are reduced, the same relative number of different makes are being sold. The Ford still leads, with 76 sales in Kansas for the week of new cars, and 177 of the 1925 model used cars. Next in popularity to the Ford is the Chevrolet, with 52 sales of new cars, but a falling off in the sales of used 1925 models, of which 59 were registered. Buick, Chrysler and Studebaker are next in order of number of sales of new models.

### NEW BUILDINGS

Chicago, Oct. 17.—The Burnstine Motor Sales Company, Chrysler dealer, has entered upon an extensive building campaign and is now erecting three new structures in outlying districts to care for its increasing business.

Ford dealers, opines that it compares about the same.

All are agreed that the closed used car is the big seller and will continue to hold the center of the stage, with an increasing demand, as the southern California annual showers grow nearer and make their unpleasant presence known to those who crave comfort. Chevrolets, both open and closed models are going fast at the Spencer Kennelly Company, while Fords are moving slowly, according to Mr. Gilmore.

## Chevrolet Leads Sept. Sales in California

Oakland, Cal., Oct. 17.—Chevrolet stepped out again in September and led the state of California in sales with 2,718 deliveries.

September was also a record period for the Hudson-Essex combination. A total of 3,159 of these models were sold in the state.

## FORT SMITH DEALERS RECEIVE AUTO SHIPMENTS

Fort Smith, Ark., Oct. 17 (U. T. P. S.).—The Loden Motor Company, which handles Chrysler models, has received three cars of automobiles this week. The Sutton Tire Company, Chevrolet dealer, received three carloads and the Sengel Motor Company received a shipment of Star touring cars, coupes and coupsters.

## Winter's Approach Chalks Big Sales in Closed Cars

**S**ACRAMENTO, Cal., Oct. 17.—Closed models are by far the most popular type of car in California.

In a recent check of the body styles of 620 registrations selected at random, sedans, coaches and coupes numbered 438, while touring models totaled but 127. Just 55 of the jobs were roadsters.

Coaches and sedans in this group ran 154 and 219 respectively, but owing to the fact that some manufacturers call their coaches sedans it is very likely that the two models are neck and neck in popularity.

### CLOSED CARS WANTED

Newark, N. J., Oct. 17.—A systematic survey of local automobile dealers shows that with the advent of fall there has been a steady and constantly growing demand for closed cars.

Some of the dealers have more orders for cars of this type on hand than they anticipated, and some of them either have visited or are at present visiting their respective factories making more or less frantic and urgent appeals for more cars.

### 50 PER CENT JUMP

Little Rock, Ark., Oct. 17.—With the beginning of October the sales of new motor cars have jumped more than 50 per cent. over those of September.

This increase in sales may be attributed to three coincidental conditions which have made demand exceed supply in motor cars. One is the shipment of Ford cars, which has again reached normal, with the Memphis assembling plant doing its 300 a day. Second, to the fact that the enormous cotton crop is moving, giving the planters ready cash to liquidate debts and buy

cars, and, third, to the beginning of the third quarter, when the yearly license of the state is cut to one-fourth.

Among those cars selling best appears the Chevrolet, deliveries of which are at the rate of 500 a month. Next comes the Star, running neck and neck with Dodge. Studebaker, Hudson and Essex are finding ready buyers and a big demand has already been voiced for the new Hupp Six, which has just been shown here. Ford cars are running around 50 per cent. of the total.

## MOTOR VEHICLES INCREASE IN SYDNEY, NOVA SCOTIA

Montreal, Oct. 17.—Motor vehicles owned in Sydney, Nova Scotia, now number more than 1,100. According to a list of the Sydney-owned motor cars supplied to the police office the number of cars in Sydney registered last month was 1,066. To this number can be added several others which have been bought in the city since the list was prepared. The number of passenger vehicles owned in the city, the list shows, is 927, while the number of commercial cars and trucks is 139. There are ten registered dealers in the city. There were 1,238 motor vehicles in the city in 1924.

### SALES CONFERENCE

Jackson, Miss., Oct. 17.—Fifty-five salesmen representing fourteen north Mississippi Chevrolet agencies attended a sales conference held here by R. F. Hicks, assistant sales manager of the New Orleans zone; W. A. Ferguson, sales promotion representative, and R. S. Hill, Chevrolet representative, with headquarters here. A similar conference for the south Mississippi agencies was held at Brookhaven.

for Economical Transportation



Equipped with alemite fittings throughout, it is a simple and easy matter to keep a Chevrolet thoroughly lubricated.

Prospects appreciate this feature. It assures a longer life to the working parts.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675	Commercial Chassis .....	\$425
Roadster .....	525	Coach .....	695	Express Truck Chassis .....	550
		Sedan .....	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
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Treasurer; Alexander Johnston, Secretary.

MONDAY, OCTOBER 19, 1925

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## The Trend of the Times on Taxes

By WILLIAM M. WEBSTER,

Commissioner of the Automotive Equipment Association  
**P**RESIDENT COOLIDGE has said that taxes levied in  
excess of actual needs of economical and efficient  
administration of government are nothing less than "legal-  
ized larceny."

Secretary of the Treasury Mellon and United States  
Senator Smoot, chairman of the Senate finance committee,  
are authority for the statements that we will have a sur-  
plus of \$350,000,000 in the national treasury this year  
and that substantial reductions in taxes can be made.

The question, therefore, is: "In what directions will  
relief be granted?"

The automotive industry believes the excise taxes on  
automobiles, trucks, parts and accessories should be repealed  
because:—

First: They were levied as a war measure and the bur-  
den was cheerfully borne while the need existed, but they  
are no longer needed and should be abolished as well as all  
other nuisance taxes.

Second: Automotive products contribute their share  
and more through other forms of taxation; such as state,  
county and city license or registration fees, property taxes,  
etc. The cartoonist made no mistake in showing the motor  
car as a "Covered Wagon," burdened with excessive taxa-  
tion.

Third: The tax as applied to accessories and parts is a  
tax on misfortune and as such should be removed.

Fourth: Motor vehicles, so-called passenger cars, as  
well as trucks, have become an indispensable part of modern  
business. The several taxes levied upon automotive products  
must be added to the cost of operation, which in turn must  
be included in the price of goods sold to the consumer, thus  
contributing to the high cost of living.

Fifth: Removal of the tax will extend the use of auto-  
mobiles, create a wider market for automotive goods gener-  
ally, and thereby bring to the public benefits of economies  
resulting from larger production.

There are other reasons why we believe abolition of  
these taxes should be brought about. Those stated will, how-  
ever, if properly presented to our Legislature, have a power-  
ful effect. Write your congressman; urge your friends and  
acquaintances to do the same. Let Washington know that  
the time has now come when relief from the burden imposed  
by these taxes should be given for the good of the industry  
and the public generally.

Our amiable contemporary, the Detroit News, recently  
commented on the fact that "Those places where the motor  
car is now displacing the locomotive have not up to this  
time included the grade crossing."

## Sign

Sign the petition yourself. Paste a strip of paper below  
and ask your employees and customers to sign also. Then  
mail to the Automotive Daily News, 25 City Hall Place, New  
York city.

### A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and  
users of motor vehicles and equipment, respectfully and earnestly  
urge the repeal of the war-time excise taxes on passenger motor  
cars, motor trucks, parts, tires and accessories. During the  
period of the war and readjustment, these taxes were willingly and  
patriotically borne. The economic need for them has now passed.  
Their continuance is a serious hampering of business and a heavy  
burden on users of motor vehicles and equipment.

Signed.....

Address.....

## Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



M.E. FORBES, PRESIDENT OF THE PIERCE-ARROW MOTOR  
CAR CO., STARTED TO WORK FOR THE UNITED STATES  
EXPRESS CO. IN NORFOLK, VA.

## The Observer

Where will the dealer profits of  
the next few months come from?

Closed cars, partly.

But what about the rent-paying  
items of gas, oil and accessories  
that flow in more easily during the  
summer?

They won't come at all unless  
the merchant goes after them.

Winter business must be gone  
after.

It can be found.

Does this sound like old stuff?

Well, then, think this over:—

The Observer lives in one of the  
biggest cities of the country.

His garage man does not know  
his business address, and if his  
dealer thinks the Observer gets  
trade discounts the dealer is,  
alas, mistaken.

In short, the garage man and the  
dealer have a perfectly good pros-  
pect in the offing.

Do they give him a buzz?

They do not.

Now let's see what this pros-  
pect might buy.

For one thing, he is going to buy  
some anti-freeze soon. He will  
probably get a glycerine product.

The garageman could put in a  
word during the first cold days  
about the glycerine product he  
is selling.

Then there's another item. Chains.

The prospect supposes that he  
will have to buy them for snowy  
weather.

But he's goldurned if he will buy  
them unless the idea is sold to him  
by somebody.

The Observer finds that most of  
his friends have the same experi-  
ence. No one has tried to sell them  
anything for winter driving.

How many cars have heaters in  
them?

What about a nice business in  
laprobes?

## FREE AUTO COURSE

Waco, Tex., Oct. 15.—A course in  
auto mechanics is to be included in  
the curriculum of a free night  
school that will start here October  
19. The school is sponsored by the  
local Rotary, Kiwanis, Lions, and  
Exchange clubs.

It's about time to sell the win-  
ter driving gloves.

The business is there. Why let  
it go to sleep?

## AUTO DEALERS HOLD SHOW IN GLOUCESTER

Gloucester, Mass., Oct. 17 (U.  
T. S. P.).—The first automobile  
show ever held in this city closed  
today. It was held at the armory  
under the auspices of local dealers,  
with more than half a hundred  
automotive displays including twenty  
exhibits of passenger cars, two  
motorcycle exhibits and displays  
representing all the battery shops,  
tire and accessory dealers and  
many of the garages in the city.

## Coming Automotive Events

### OCTOBER

- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonica, Greece. First Annual Sample Fair.
- 19—Wheeling, W. Va. National Automobile Dealers' Association meeting.
- 20—Clarkburg, Charleston, W. Va. National Automobile Dealers' Association meeting.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioner and State Highway Department Building Show.
- 21—Greensboro, N. C. Carolina Automobile Association meeting.
- 21-31—Boston. American Welding Society.
- 21—Roanoke, Lynchburg, Va. National Automobile Dealers' Association meeting.
- 22—Washington, D. C. National Automobile Dealers' Association meeting.
- 23—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.
- 24-Nov. 8—Shreveport, La. Auto Show at State Fair.
- 24—Charlotte, N. C. A. A. A. race.
- 26-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 27—Charlotte, N. C. National Automobile Dealers' Association meeting.
- 28-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

### NOVEMBER

- New York City. Society of Automotive Engineers, service engineering meeting.
- 5-7—Chicago. Annual Convention and Show.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-14—Chicago. Convention and Show. Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 12-13—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

### DECEMBER

- 1-8—Pernambuco, Brazil. Good Roads Conference.
- 2-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

### JANUARY

- New York City. Society of Automotive Engineers, annual dinner. Date not set.
- Detroit, Mich. Society of Automotive Engineers, annual meeting. Date not set.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-18—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.

### FEBRUARY

- 1-6—Chicago. Chicago National Show.



# Financial News of the Automotive Industry

## YELLOW TRUCK'S OUTLOOK BRIGHT

### Market Shows Appreciation of Stock Under New Management

New York, Oct. 17.—Selling around 91, the Yellow Truck and Coach Manufacturing Company 7 per cent. preferred stock, which stockholders of the Yellow Cab Manufacturing Company received as a stock dividend, evidences the market appreciation of the prospects of this company under the control of General Motors Corporation, and under the management responsible for the successes in the passenger motor carrying industry of the Yellow Cab and bus companies of Chicago and the Fifth Avenue Bus Company of New York.

Stockholders of the Yellow Cab Manufacturing Company received one share of preferred stock of the Yellow Truck and Coach Company for each four shares of B stock held. As there are 600,000 shares of B stock outstanding, the total preferred stock issued is 150,000 shares of an authorized total of 200,000 shares. As its part General Motors turned over to the Yellow Truck and Coach Company its truck manufacturing divisions with total net assets of \$16,000,000, or \$1,000,000 more than the par value of the new preferred stock. It took in return 800,000 shares of common stock, carrying control of the Yellow Truck and Coach Company. This common stock ranks below both the preferred stock and the B stock in respect of dividends, as the former receives 7 per cent cumulative dividends annually and the B stock is entitled to cumulative dividends of 75 cents a share annually for three years before any payment on the common.

#### Assets Large

According to the July 31, 1925, balance sheet of the Yellow Truck and Coach Company, the net tangible assets value of the \$15,000,000 of preferred stock is approximately \$30,000,000, exclusive of good will.

In 1924, combined sales of General Motors Truck division and Yellow Cab Manufacturing Company, operating as separate units, were between \$30,000,000 and \$35,000,000, and net profit after taxes close to \$3,000,000. A comparison with Mack Trucks and White Motors, the two largest factors in the truck and bus industry, each reporting sales last year around \$46,500,000, indicates the relative importance of Yellow Truck and Coach in the industry.

Earnings of Yellow Cab Manufacturing Company alone in 1924 amounted, after all charges, to \$2,742,408, or more than two and one-half times the annual dividend requirements of \$1,050,000 on the new preferred stock. For the first six months of the current year Yellow Cab Manufacturing Company earned \$1,206,716, or more than a full year's dividend on the new preferred.

Under the new arrangement with General Motors the consolidated company is expected to show increasing sales and earnings.

## Continental Motors Sales Running High

Detroit, Oct. 17.—"October business of the Continental Motors will be the greatest of any October in the company's history," said W. R. Angel, vice-president, in response to a query from Dow, Jones & Co. "As a matter of fact, our customers have ordered far beyond our capacity. Probabilities are that we will not be able to ship more than 60 per cent. of the business now on hand before the month is out. The biggest increase in orders is coming from passenger car producers, although the truck business continues very strong."

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net	Change
15 1/2	10 1/2	6		Ajax Rubber	3,900	11 1/2	11 1/2	+	1/2
108 1/2	102 1/2	8		Allis-Chalmers	32,600	93 1/2	89 1/2	+	4 1/2
64 1/2	26 1/2	1		Am. Bosch Magneto	100	100	100	+	1/2
1 1/2	1 1/2	1		Am. Bosch Mag. rts.	600	1 1/2	1 1/2	+	1/2
44 1/2	27 1/2	1.50		Briggs Motor Co.	2,100	29	28 1/2	+	1/2
39 1/2	27 1/2	3		Chandler Motors	3,500	38	37 1/2	+	1/2
204	108 1/2	8		Chrysler Motors	17,000	198 1/2	194 1/2	+	1 1/2
109 1/2	100 1/2	8		Chrysler Motors pf. A.	200	100 1/2	100 1/2	+	1/2
12 1/2	8 1/2	.50		Continental Motors	142,400	14 1/2	12 1/2	+	2 1/2
46	21 1/2	7		Dodge Bros. A.	43,900	46 1/2	45	+	1 1/2
90 1/2	73 1/2	4		Dodge Bros. pf.	10,200	91 1/2	90 1/2	+	1 1/2
71 1/2	60 1/2	7		Electric Motor Co.	290	71 1/2	69 1/2	+	2 1/2
112 1/2	60 1/2	3		Emerson-Brant	1,300	3 1/2	3 1/2	+	1/2
28 1/2	10 1/2	1		Fisher Body	12,900	11 1/2	11 1/2	+	1/2
114 1/2	75 1/2	2.50		Fisk Rubber	6,400	26 1/2	25 1/2	+	1 1/2
38 1/2	28 1/2	7		Fisk Rubber 1st pf.	100	111 1/2	111 1/2	+	1 1/2
16 1/2	4 1/2	1		Gabriel Snubbers	1,700	38 1/2	37 1/2	+	1 1/2
128	64 1/2	7b		Gardner Motors	500	9 1/2	9 1/2	+	1/2
114 1/2	102 1/2	7		General Motors	136,000	125 1/2	122 1/2	+	3 1/2
24 1/2	12 1/2	4		General Motors 7s pf.	1,100	11 1/2	11 1/2	+	1/2
70 1/2	36 1/2	4		Glidden Co.	2,700	33 1/2	32 1/2	+	1 1/2
111 1/2	86 1/2	7		Goodrich Tire	7,600	69 1/2	67 1/2	+	2 1/2
109 1/2	103	8		Goodyear pf.	1,000	111 1/2	111 1/2	+	1 1/2
105 1/2	100	2.50b		Goodyear prior pf.	100	107 1/2	107 1/2	+	1 1/2
98 1/2	33 1/2	1		Hayes Wheel	8,200	47 1/2	46 1/2	+	1 1/2
26 1/2	14 1/2	1		Hayes Wheel pf.	100	102 1/2	102 1/2	+	1 1/2
24 1/2	13 1/2	.50		Hudson Motor	85,200	19 1/2	19 1/2	+	11 1/2
59 1/2	35 1/2	3		Hupp Motor	10,700	24 1/2	23 1/2	+	1 1/2
21 1/2	12 1/2	1		Indian Motorcycle	100	19 1/2	19 1/2	+	1 1/2
1 1/2	8 1/2	6		Jordan Motor Car	8,700	44 1/2	41 1/2	+	3 1/2
238	117	6		Kelly-Springfield	900	17 1/2	16 1/2	+	1 1/2
112	104	7		Kelsey Wheel	300	110 1/2	110 1/2	+	1 1/2
39 1/2	22 1/2	3		Keynote Tire	1,400	2 1/2	2 1/2	+	1 1/2
44 1/2	40 1/2	3.50		Mack Trucks	12,100	21 1/2	20 1/2	+	1 1/2
105 1/2	78 1/2	3		Mack Truck 1st pf.	100	111	111	+	1 1/2
42 1/2	29 1/2	2.40		Moon Motors	7,500	37 1/2	35 1/2	+	2 1/2
488	192 1/2	16b		Motometer A.	1,400	43 1/2	42 1/2	+	1 1/2
44 1/2	15 1/2	1.40		Motor Wheel	1,900	23 1/2	22 1/2	+	1 1/2
27 1/2	17 1/2	1.40		Murray Body	200	29 1/2	29 1/2	+	1 1/2
45 1/2	10 1/2	1		Nash Motor	500	43 1/2	43 1/2	+	22 1/2
94	43 1/2	1		Packard Motor Car	11,400	41 1/2	40 1/2	+	1 1/2
18 1/2	8 1/2	1		Packard-Detroit Motor	6,700	26 1/2	25 1/2	+	1 1/2
36 1/2	15 1/2	1		Pierce-Arrow	32,700	43 1/2	42 1/2	+	1 1/2
84 1/2	65 1/2	6		Pierce-Arrow pf.	3,100	91 1/2	91 1/2	+	1 1/2
64 1/2	41 1/2	4		Reynolds Corp.	11,000	11 1/2	11 1/2	+	1 1/2
125 1/2	77 1/2	7		Spirer Mfg. Co.	1,200	32 1/2	30 1/2	+	2 1/2
108 1/2	92 1/2	8		Stewart-Warner Speed	2,200	84 1/2	82 1/2	+	2 1/2
104 1/2	67 1/2	4		Stromberg Carburetor	1,000	87 1/2	84 1/2	+	3 1/2
30 1/2	9 1/2	1		Studebaker	14,000	65 1/2	62 1/2	+	3 1/2
113 1/2	73 1/2	7		Studebaker pf.	100	120	120	+	1 1/2
22 1/2	16 1/2	1		Timken Roller Bearing	16,500	53 1/2	51 1/2	+	2 1/2
48 1/2	22 1/2	2.52		U. S. Rubber	24,800	75 1/2	74 1/2	+	1 1/2
92 1/2	90	7		U. S. Rubber 1st pf.	200	108 1/2	108 1/2	+	1 1/2
49 1/2	40	3		White Motor	6,500	95 1/2	94 1/2	+	1 1/2
26 1/2	19 1/2	1		Willis-Overland	60,300	30 1/2	29 1/2	+	1 1/2
21 1/2	9 1/2	1		Willis-Overland pf.	200	111 1/2	111 1/2	+	1 1/2
15 1/2	6 1/2	1		Wright Aero	700	28 1/2	28 1/2	+	7 1/2
39 1/2	30 1/2	1.20		Yellow T. & C.	105,800	35 1/2	35 1/2	+	1 1/2
690	462	10		Yellow T. & C. pf.	7,000	93 1/2	92 1/2	+	1 1/2

#### NEW YORK CUBB MARKET

Sales	Auburn Auto	High	Low	Last	825 Federal M. Tr.	26	34 1/2	35
15,300	Cont. Motor	47	44 1/2	45 1/2	96 Ford of Canada	680	670	680
15 1/2	Hupp Motors	24	23 1/2	24 1/2	1,890 Hall Lamp	15 1/2	15 1/2	15 1/2
39 1/2	Reo	23 1/2	23 1/2	23 1/2	2,575 Packard	41 1/2	40 1/2	41 1/2
690	Stewart-Warner	84 1/2	82 1/2	83 1/2	1,568 Paige	26 1/2	26 1/2	26 1/2
49	Yellow T. & C.	34	32 1/2	34	4,630 Reo	23 1/2	23 1/2	23 1/2
16 1/2	Yel. T. & C. pf.	92 1/2	91 1/2	92 1/2	300 Timken Axle	8 1/2	8 1/2	8 1/2
59	Yellow Truck	48 1/2	48 1/2	48 1/2				

#### CHICAGO

Sales	Auburn Auto	High	Low	Last	965 Bohn	14 1/2	14 1/2	14 1/2
2,200	Cont. Motor	47	44 1/2	45 1/2	100 C. G. Spring	9 1/2	9 1/2	9 1/2
15,300	Hupp Motors	24	23 1/2	24 1/2	8,700 Cont. Motor	14 1/2	12 1/2	14 1/2
1,200	Reo	23 1/2	23 1/2	23 1/2	100 Edmunds J.	31 1/2	31 1/2	31 1/2
5,100	Stewart-Warner	84 1/2	82 1/2	83 1/2				
1,000	Yellow T. & C.	34	32 1/2	34				
1,400	Yel. T. & C. pf.	92 1/2	91 1/2	92 1/2				
700	Yellow Truck	48 1/2	48 1/2	48 1/2				

#### DETROIT

Sales	Auburn Auto	High	Low	Last	965 Bohn	14 1/2	14 1/2	14 1/2
2,200	Cont. Motor	47	44 1/2	45 1/2	100 C. G. Spring	9 1/2	9 1/2	9 1/2
15,300	Hupp Motors	24	23 1/2	24 1/2	8,700 Cont. Motor	14 1/2	12 1/2	14 1/2
1,200	Reo	23 1/2	23 1/2	23 1/2	100 Edmunds J.	31 1/2	31 1/2	31 1/2
5,100	Stewart-Warner	84 1/2	82 1/2	83 1/2				
1,000	Yellow T. & C.	34	32 1/2	34				
1,400	Yel. T. & C. pf.	92 1/2	91 1/2	92 1/2				
700	Yellow Truck	48 1/2	48 1/2	48 1/2				

## Current Commodity Prices

New York, Oct. 17.—The re-entry of factory and dealers' buying has stiffened the tone of the rubber market. Spot smoked sheets are selling around \$1.01. The London market is also strong. A better volume of business is being transacted here and there than for some time.

The steel market continues firm.

#### STEEL PRODUCTS

Semi-Finished—Gross Tons	335.00a	36.00
Billets, rerolling	40.00a	42.00
Billets, forging	1.90a	2.00
Steel bars (hot rolled)	1.50a	1.50
Plates (hot rolled)	2.25a	2.30
Blue annealed sheets	3.10a	3.20
Black sheets	4.20a	4.25
Auto body	2.40a	2.50
Bands	3.75a	3.80
Cold rolled strip	2.20a	2.40
Hot rolled strip	18.50a	19.00
Pig iron, basic	21.00a	21.50
Valleys		
Eastern Pennsylvania		

#### IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York.)	Heavy melting steel <th>\$12.00a</th> <th>\$12.00</th>	\$12.00a	\$12.00
Machine shop turnings	9.50a <td>10.00</td> <td></td>	10.00	
Cast iron borings	9.50a <td>10.50</td> <td></td>	10.50	
No. 1 cast scrap	16.00a <td>17.00</td> <td></td>	17.00	

#### MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	18 1/2c.	<b>OIL AND GASOLINE</b>	
High brass sheets.....	19 1/2a	<b>MOTOR GASOLINE</b>	
Copper, in rolls.....	21 1/2a	Garages (steel barrels).....	— a 17
Zinc, spot, New York.....	8.62 1/2a	Up-State New York.....	17 a 18
Lead, spot, New York.....	9.50 a9.60	Single tank cars, delivered,	
Aluminum, virgin, 98.99%.....	27 a 28	New York.....	12 1/2aNom.
<b>SEAMLESS TUBING</b>		<b>CRUDE PRICES AT WELLS</b>	
High brass.....	a22.75	<b>EASTERN—</b>	Penn. grade oil
GRIPF.....	a24.75		

#### SEAMLESS TUBING

High brass	22.75	
Copper	24.75	

#### RODS

Following are dealers buying and selling prices for large quantities f. o. b. cars, New York:—	in Nat. Tran.	CENTRAL—
Heavy machinery com 9 3/4a 9 1/4	Co. lines .... 3.05	Wooster ..... 2.00
Copper brass clippings 9 1/4a 9 1/4	Gaines grade oil	Lima ..... 1.95
11 1/4a 11 1/4	in Nat. Tran.	Indiana ..... 1.85
10 3/4a 10 3/4		

#### OLD METALS

Brass, heavy	7 1/2a	7 1/2	8 1/2a	8 1/2	Penn. grade oil	3.00	Stinson	1.80
Brass, light	6 1/2a	7 1/2	7 1/2a	8	in S. W. Pa.		Waterloo, Ill.	1.60
Tea lead	5 1/2a	5 1/2	7 1/2a	8	Pipe lines	3.05	Plymouth	1.40
Lead, heavy	6 1/2a	6 1/2	8 1/2a	8 1/2	Penn. grade oil		Canadian	2.30
Battery lead	4 1/2a	4 1/2	6 1/2a	6 1/2	in Eureka P.			
Zinc scrap	3 1/2a	4	5	5 1/2	Line Co. lines	3.00		

## AUBURN PROPOSES TO DOUBLE STOCK

### Shareholders Will Vote On Increase From 60,000 to 120,000

Chicago, Oct. 17.—A special meeting of the stockholders of the Auburn Automobile Company has been called to authorize an increase in capital stock from 60,000 to 120,000 shares and the sale of a short-term note issue. The plan is to issue \$600,000 5-year debenture convertible gold notes, bearing a 6 per cent. coupon and maturing serially from one to five years.

The proposed increase in capital in part at least is incident to the conversion privilege at \$60 a share, which attaches to the proposed note issue. Earnings of the Auburn company in the third quarter were \$305,949 or \$5.10 a share on the 60,000 shares, making earnings for the nine months equal to \$10.82 a share.

The company's business is at a high level and the prospects are unusually bright.

## Trade Expansion More Pronounced

New York, Oct. 17.—Gains in business thus far during the fall season have, in most cases, fulfilled and in some cases surpassed expectations, according to R. G. Dun's current trade review for the week. It does not now require close examination of reports to detect evidence of progress, for there is a steady widening circle of improvement that is embracing nearly all lines. Because of the prominent position of the steel industry, the substantial increase in the unfilled tonnage of the principal producer has occasioned much favorable comment, and it has been supplemented by a further rise in output and by more definite signs of stronger markets. The metal trades generally have been doing better, with zinc prices at the highest level of the year;

## ALLIS-CHALMERS NET \$9 A SHARE

### Profit of \$2,240,883 in 8 Months Points to That for Year



## State Crusades Inspire Sales of Headlights

**B**OSTON, Oct. 17 (U. T. P. S.).—Accessory dealers, repair shops and garages are just recovering from a six-day period of rush business that came wholly unexpected as a result of the sleet storm and sudden freeze that visited New England last Saturday.

Hundreds of motorists who have been saving money parking their machines during the summer and early fall under the canopy of the sky paid back a lot of money they saved in garage rent as a result of the water left in their radiators Friday night becoming ice by next morning.

The sleet caused a flurry of orders to pour into accessory dealers for tire chains and windshield wipers. There was also a heavy demand for alcohol and radiator coverings. Some of the dealers reported they had done a large business in robes and heaters and even some of the renting companies placed orders for heaters and robes as a result of losing trade by their failure to have the cars properly equipped for comfort.

On the whole the storm brought many thousands of dollars into the pockets of the branches of the automotive industry just cited.

The sale of spark plugs continues very good. There is also much activity in headlights and tail lights, for the registrar of motor vehicles is waging a relentless crusade against those who have improper headlights. Truck owners especially are having their cars equipped with better lights, and some dealers report they are beginning to sell illuminated "Stop" signs to truck owners for the rear end.

There are many elements just now that combine to bring good business to the supply dealers, for these elements result in unusual heavy use of motor cars.

First of all, there is a mayoralty campaign on, with sixteen candidates for mayor, 190 for the city council and twenty-five for school committee, and each one of these is begging and borrowing every available machine, with the result that there are thousands of cars running almost double their usual mileage about the city night and day.

The races at Rockingham brought hundreds of out-of-State car owners here and the eight big colleges are attracting thousands more cars. One enterprising pedlar was selling windshield wipers at the Stadium last Saturday and he did well until the police found out what he had in his bag. The games, too, have resulted in some activity in the line of safety devices to prevent the theft of cars, especially since the police broadcast a special warning to take precaution along this line.

The fall warning of A. A. A. against "leave-skidding" and pointing out that battery failure, stalling and headlight glare made October fatalities pile up had its good effect from the dealers' standpoint also.

### CAR CUTS HELP

**Toronto, Oct. 17 (U. T. P. S.).**—The improvement in the accessory business which set in this fall continues to make itself manifest. Toronto dealers are quite optimistic as to the future outlook. September was well ahead of August and October promises to exceed September. The volume of sales over a year ago averages from a quarter to a third greater.

The recent cut in car prices has had a lot to do with the increase in the accessory business, as while a number of cars are sold "fully equipped," it generally develops when it comes down to the purchase price the buyer is given the option of taking the car at a lower figure without equipment. Other car manufacturers, adopting a different policy, are keeping abreast

## Claims His Motor Will Use Less Gas

**Brockton, Mass., Oct. 17.**—Ernest W. Josselyn of this city, a well known motor engineer, is now working on a gas turbine motor that will be able to generate 150 horse power and will use at least four times less gas to operate than the ordinary automobile motor today, he claims.

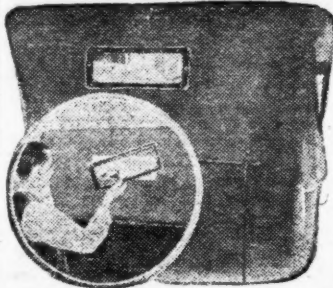
The principle of the motor as outlined by Mr. Josselyn is as follows: "Instead of pistons and vertical cylinders, the engine will operate with two horizontal rotors, which will take gas at four points placed at a 90 degree angle of the rotor circumference.

"The engine will compress gas and fire simultaneously at four points on the rotors. It fires four times in one revolution."

The motor has four revolving parts, the driving shaft, the two rotors and the rotary piston.

## New Accessories

### HASTINGS WINDOWS



New glass windows for the new model Ford touring cars are being produced by the Hastings Manufacturing Company, Hastings, Mich. They are finished in black enamel, have clear-vision glass held in steel frames and are said to be easy to install.

Each window is wrapped and protected by corrugated board and packed in a selling carton containing twelve windows.

Price, \$1.

## MAKERS CONCERNED OVER ACCIDENT GAINS

**Chicago, Oct. 17.**—Automobile manufacturers are more deeply concerned with the increased number of automobile accidents than the average person would think, according to J. L. Price, president of the Bendix Brake Company.

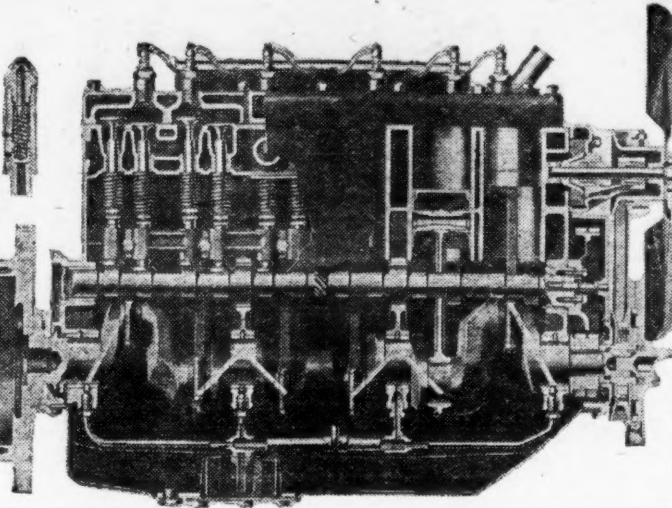
"In our contact with the manufacturers," said Mr. Price, "we have invariably found both the engineering and sales departments interested in our brake primarily from the standpoint of the greater safety and control it should give the driver, rather than whether or not it would lower production costs. His statement will undoubtedly surprise many who believe that automobile manufacturers first consider the cost when contemplating improvement on their cars."

## OHIO EQUIPMENT MEN CONVEGE IN COLUMBUS

**Columbus, O., Oct. 17.**—The Ohio Automotive Equipment Jobbers' Association, of which C. E. Justus of Columbus is president, held a convention in this city Wednesday of this week. Trade conditions were discussed and among the speakers were J. W. O'Rourke, assistant secretary of the Automotive Equipment Association of Chicago.

of competition in the price-cutting effort by dropping entirely equipment which was formerly carried as standard and taking the difference in cost off the price of the car. The latter tendency has, of course, been beneficial to the accessory dealers, as there is a certain amount of equipment which few motorists will go without and the dealer gets this business.

**SECTIONAL VIEW OF NEW HUPMOBILE SIX ENGINE**—The gear pump on the same drive as the ignition distributor forces oil to the four main bearings and the connecting rod bearings. Camshaft, valves, cylinder walls and pistons are lubricated by a spray system. The motor is of the L-head type with 3½-inch bore and 4¼-inch stroke.



## Shanahan Forms Auto Body Die Co.

**Detroit, Oct. 17.**—Sensing the needs of automobile body manufacturers whose resources are limited, George D. Shanahan, of the engineering division of Murray Body Corporation, formed the Detroit Auto Body Die Company, capital \$35,000. The company will G. D. Shanahan make auto body dies, jigs and other necessary machinery for auto body makers.

The company has purchased a going concern at Lieb and Wight Streets and is fully equipped with the machinery necessary.

Mr. Shanahan is president of the company. Other officers include Leo C. Williams, vice-president, and R. J. Shanahan, secretary and treasurer. These officers with E. W. Northrop and A. J. Goetz form the board of directors.

## Garage News

### GARAGE MEN ORGANIZE

**Rochester, N. Y., Oct. 17.**—The Rochester Garage Owners' Association, Inc., has been organized to promote better co-operation among garage and automobile owners. The directors are: Frank Sherwood, G. A. Danney, William Bauer, F. E. Hill, Edward Schoen, Arthur Alderman, Rochester, and Robert Rand, Pittsford.

### BUILDING NEW GARAGE

**San Antonio, Tex., Oct. 17.**—Construction is to start soon on a new two-story garage on Pecan Street, which, when completed, will be occupied by the A. B. C. Auto Livery of this city. The building will have every modern convenience for the firm as well as motoring transients, and the roof will be constructed to permit the parking of cars. The cost of the building will be in excess of \$30,000.

### \$90,500 FOR GARAGE

**Chicago, Oct. 17.**—The garage on Cottage Grove Avenue, just south of 53d Street, has been sold by James B. Cox to Gordon M. Lewis for \$90,500.

### IN DIFFICULTY

**Rutland, Vt., Oct. 17.**—Harold W. Davis of Hardwick, garage proprietor, has filed a voluntary petition in bankruptcy. His liabilities are \$6,252 and his assets \$6,591.

### A COURT MATTER

**Salt Lake City, Utah, Oct. 17.**—The courts are to be asked to decide whether or not municipal governments are subject to the gasoline tax of the state in connection with vehicles used for public purposes.

## Accessory News

### Inventor Retires.

**Evansville, Ind., Oct. 17.**—Max Anchelevich, operator of the Auto Radiator Repair Company shop here, and inventor of patented radiator repair devices, has closed the shop, and retired from the business.

### Pushing Spark Plugs

**Youngstown, O., Oct. 17.**—Dealers in automotive equipment here have united in promoting the sale of spark plugs. "Renew your spark plugs now," is the slogan, "Get your car ready for winter." It has boosted sales sky high during the dull season.

### His Own Shop.

**San Antonio, Tex., Oct. 17.**—Dick Mountjoy, who has been in charge of the service department of the Jack Neal Nash Motor Company of this city, has resigned to assume charge of the newly started C. H. Mountjoy Parts Company of this city.

### HANDLES ACCESSORIES

**Clinton, Ia., Oct. 17.**—The Keefe Coal and Oil Company, 915 South 4th St., which was opened last week by Phil F. Keefe, is handling auto accessories and supplies in addition to its gas filling station service and general fuel business.

### TO HANDLE SIMPLEX

**Columbus, O., Oct. 17 (U. T. P. S.).**—The Beck-Hudson Company has been formed to handle Simplex piston rings. The company is a partnership composed of Clark D. Beck and Herbert W. Hudson.

## NEW REPRESENTATIVES OF MOTOR WHEEL CORP.

**San Francisco, Oct. 17 (U. T. P. S.).**—David A. Pike, manager of the Pacific Coast branch of the Motor Wheel Corporation of Lansing, Mich., has just returned to his San Francisco headquarters after a two weeks' trip through the northern part of his territory.

Mr. Pike announces that he has appointed new representatives of his company as follows: Sacramento, Stockton, Henry Spring Company, and F. H. Bluet, Reno, Durham Tire Company.

## ST. PAUL-CHICAGO MAY YET GET AIR MAIL

**St. Paul, Oct. 17.**—Instructions to readvertise for bids for St. Paul-Chicago air mail service were received this week by C. J. Moos, postmaster. "Due to the insistent demands of patrons for the service," according to the order signed by W. Irving Glover, second assistant postmaster general at Washington, the Post Office Department has decided to permit a wider latitude of schedules as an inducement to bidders.

## Heavy Rains in Texas Encourage Sales of Chains

**AUSTIN, Tex., Oct. 17 (U. T. P. S.).**—In the Austin territory and in most other parts of the state accessory dealers are for the first time in nearly a year finding a heavy demand for chains and other wet-weather equipment and devices for cars.

This trade condition was brought about by a period of heavy rains, which cover what was formerly the drought-affected belt of Central and Southern Texas, as well as most of the remainder of Texas. Mud was something automobiles had not encountered for so long that it was almost forgotten that such a thing as bad roads was longer possible. Some accessory houses here had their supply of chains exhausted within two or three days after the rainy spell set in.

While there was some improvement in various lines of trade, including the sale of automobiles in Austin and other towns of this section, during the past week, as compared with the preceding week, sales are not up to normal. The drought had a depressing effect on all lines of business and it is going to take some time for the business pendulum to swing back to its former position, according to dealers.

## Not Redeeming Other Coupons

**Chicago, Oct. 17.**—Officials of the Standard Oil Company of Indiana deny the report that their company is redeeming gasoline and oil coupons sold by other Standard Oil companies. It has been rumored in recent weeks that Standard of Indiana was taking in exchange for its products at service stations the coupons issued by Eastern Standard units.

Standard of Indiana is taking the coupons of no other concern but itself, it was stated by officials. The recent report that the Indiana corporation was recognizing the contract of the Hood Rubber Company with other Standard Company or companies, for the allowing of quantity price discounts, was specifically denied at Standard of Indiana headquarters.

## RAILROADS RUSH AUTO CARS TO MFG. CENTERS

**Decatur, Ill., Oct. 17.**—The local division of the Wabash road has been ordered to rush all automobile cars to Detroit and other auto manufacturing centers to meet an unprecedented demand for shipments. Orders came out from the St. Louis to dispatch every available car, whether auto or not, and grain and some cars classified as "rough freighters" were started toward Detroit.

The call was so insistent that various division officials were called from their homes to check up the cars and rode the freight trains in the check-up. Auto loading has been very good in the last few weeks, but last week's call exceeded anything previously reported.

### TO LICENSE MIXERS

**Sacramento, Cal., Oct. 17.**—Concrete mixers hauled by automobiles are technically trailers and as such must be licensed, according to a ruling by the attorney general of this state.

### GAS DROPS IN UTAH

**Salt Lake City, Utah, Oct. 17.**—Gasoline has dropped to 24 cents in Utah and Idaho. This includes the state tax of 3½ cents a gallon. During the summer months the price rose to 27 cents.

### SMOKING BANNED

**Columbus, S. C., Oct. 17.**—No smoking will be allowed at or near filling stations in Columbus, according to an ordinance passed by the city council this week.



## PRAIRIE PIPE TO EXTEND LINES TO GULF OF MEX.

CHICAGO, Oct. 17.—Prairie Pipe Line Company, affiliated with the Prairie Oil and Gas Company, contemplates enlargement of its extensive system of pipe lines, which will give it for the first time its own outlet to the Gulf of Mexico, it is reliably stated.

Plans of Prairie involve either the purchase of a pipe line already existing or construction of a new one, it is reported. Although Prairie is the leading Standard Oil buyer of crude oil in the Mid-Continent oil fields, it is the only major crude oil transportation agency without direct access to the gulf. Its own lines stretch from central Texas through most of the important fields of north Texas, Oklahoma and Kansas, into Missouri, Iowa, Illinois and Indiana. At Wood River, Ill., and Griffith, Ind., its lines connect with those of Central Western pipe line companies extending into the Pennsylvania territory, forming connections with Eastern lines for delivery of oil to Atlantic seaboard refiners.

It is reported Prairie has approached Pure Oil Company with an offer to purchase the latter's line from the Mexia field in east central Texas to the gulf. However, it is learned unofficially that Pure Oil is not favorably entertaining such a proposal. From the present terminal of the Prairie line system in the Mexia district to the nearest advantageous gulf point is a distance of about 200 miles.

Deliveries of crude by Prairie Pipe Line to refiners through its transcontinental connections have steadily dwindled in the last six months to a point where they were, by latest computation, around 120,000 barrels a day, against more than 140,000 barrels in March.

Coastal movement of California crude oil, made possible by advantageous water rates, has been partly responsible for the decline in demand for this Mid-Continent crude in Prairie's lines. It is considered Prairie may develop a better outlet for a portion of this crude with Eastern refiners through reduced transportation costs, made possible by direct access to the gulf and by tanker shipment.

### MUST PAY FEE

Buffalo, N. Y., Oct. 17.—Holding that the home rule amendment recently put through at Albany once more puts into effect the city ordinance requiring a yearly fee of \$25 to \$75 for maintaining curb gasoline pumps, the city authorities have decided to bill all curb pump owners at once, the billing being retroactive to the time the curb pump ordinance was held to be invalid more than a year ago.

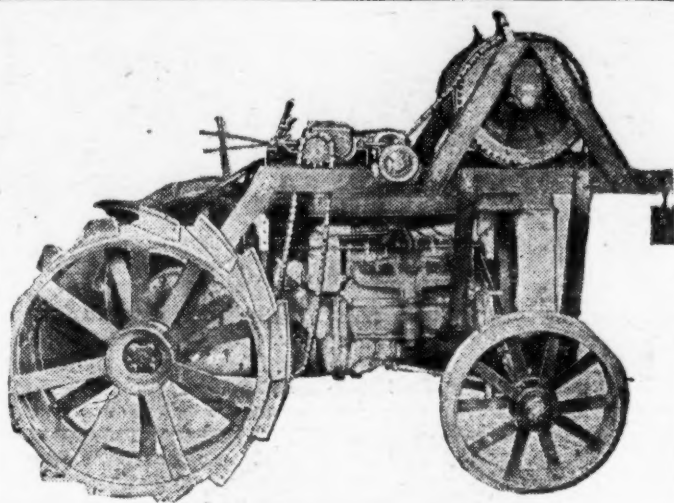
### PLENTY OF OIL

McKeesport, Pa., Oct. 17.—Assurance that there is no danger of the supply of oil giving out for a long period was expressed by John D. Gill of Philadelphia, a representative of the Atlantic Refining Company, before the McKeesport Kiwanis Club. Mr. Gill declared that present fields are far from being in the "dry" stage and that after the natural supply is exhausted more oil may be obtained from oil shale, coal and lignite deposits.

Figures were cited by the speaker to prove that there has been no increased cost in gasoline. The wholesale price in 1913 was 16½ cents a gallon and at the present time it is 17 cents a gallon, according to Mr. Gill.

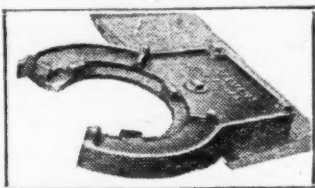
**Automotive Daily News**  
classified ads bring results.

LANGFORD MULTIPLE DRIVE WINCH, a Wichita Falls (Tex.) product, is operated with a Fordson tractor and is built to fit Fordson without altering tractor. Its installation requires less than an hour and loosening of eight bolts permits its removal, allowing it to swing clear of tractor.



## Shop Equipment

### HOLDING CHUCK



With the use of the Stevens Differential Holding Chuck, a product of Stevens & Co., 375 Broadway, New York city, the differential can be held securely without the necessity of tightening any screws or clamps. It is simply laid on the chuck and the lugs hold it fast so that it can be worked on conveniently.

The chuck has two sets of lugs, one to catch the teeth of the ring gear, and the other to catch between the bolt heads. Thus, the work is held firmly on either side.

It is made to extend out over the edge of the bench, where it is easy to get at and where it can be quickly installed with a couple of lag screws or bolts. No holes need be cut in the bench. Construction is of malleable iron, heat treated, and all in one piece.

Price, \$3; weight, 8½ pounds.

## Equipment News

### HAS NEW OFFICES

Detroit, Oct. 17.—George L. Taylor, for many years identified with the textile industry, has opened offices in the General Motors Building here, where he will continue to handle a line of textiles, coated fabrics and carpets for the automobile trade.

### KATALITE DISTRIBUTOR

Chicago, Oct. 17.—The National Katalite Corporation announces that George G. Plager of Grundy Center, Ia., has contracted for the state distribution of Katalite in Iowa and the business will be handled by the Iowa Katalite Company, now being organized, with general offices at Grundy Center.

### TRIANGLE ASSEMBLY

Pittsburgh, Oct. 17.—The Triangle Automobile Spring Company is now supplying the Ford dealer and repair trade with its newly patented device, the triangle rigid-strong assembly, intended for all Ford seven and eight-leaf front springs. The assembly consists of two special malleable castings, so shaped as to tightly engage the standard Ford plate, and two special U-bolts, lock washers and nuts.

### STURTEVANT APPOINTED

Oakland, Cal., Oct. 17.—Charles Cumber, head of the Richfield Oil interests here, announces the appointment of E. R. Sturtevant as manager of the newly established branch in San Jose.

## Plans 10,000 Monthly Output for Nash-Ajax

Milwaukee, Wis., Oct. 17.—The Seaman Body Corporation, builders of bodies for Nash and Ajax, is preparing to take full possession of its new building now nearing completion. Parts of the building have already been occupied and the upper two floors in the five-story brick and steel factory plant are being equipped with machinery at the present time. Present plans for the month of October call for a production of approximately 10,000 closed bodies for Nash and Ajax, bringing the plant to capacity production with the present facilities.

## HOOD BACK AT DESK AFTER LONG ILLNESS

Special from A. D. N. Detroit Bureau  
Detroit, Oct. 17.—P. W. Hood, vice president in charge of sales for Timken-Detroit Axle Company, is back at his desk after an absence of four months, due to illness. He spent the greater part of the summer at East Booth Bay, Me., recovering his health. Mr. Hood joined the Timken-Detroit organization in 1911 and was made sales manager in 1919. Two years ago he was chosen vice president.

## FIBRE ABSORBS HIMES PLANT

Cohoes, N. Y., Oct. 17.—The Little Falls Fibre Company, manufacturer of automobile upholstery cloths, has announced the purchase of the plant of the Himes Underwear Company at Northside.

The purchase includes all mill properties, equipment and water rights of the Himes Underwear Company, which discontinued manufacturing several years ago.

According to Maurice J. Stack, general manager of the Little Falls Fibre Company, the new mill property will be in full operation by January 1, producing upholstery cloth and other products.

This latest purchase gives the Little Falls Fibre Company four mills in this city, with many departments engaged in turning out contracts for the automobile industry. About a year ago the firm took over the Waterford Knitting Company's plant by purchase to care for the increasing demand for its products, and this plant is now in operation day and night. About 200 additional workers will be given employment in the new mill, bringing the mill's payroll to more than 1,000 workers.

The car which  
dealers love to sell  
to men who really  
know fine cars  
and superior  
performance

# HUPMOBILE EIGHT





## MINN. TRANSFER MEN IN TANGLE

State Ruling They are Carriers to Be Fought Out

**MINNEAPOLIS, Oct. 17.**—The ruling of the state railroad and warehouse commission that transfer companies are common carriers and as such are subject to control of the commission will be tested in the state court through an appeal filed this week.

Representative transfer companies of Minnesota, movers of household goods and merchandise on streets and highways, plan to thresh out the issue, denying the holding of Ivan Bowen that the companies perform all functions of common carriers. The transfer men maintain they are not common carriers, because their vans and trucks have neither schedules nor fixed terminals.

The Boyd Transfer and Storage Company of Minneapolis will file the appeal asking a review of the entire proceedings by the state courts. This company, however, is acting as representative in the litigation of a majority of the larger transfer and moving concerns of the state, members of the Minnesota Warehousemen's Association, according to H. L. Halverson, secretary of the company. The other companies are supporting the appeal, though the Boyd organization is the active litigant.

Another step planned to clear the atmosphere in the controversy between the railroad commission and the transfer men is also planned by the transfer organization through the Skellet company of Minneapolis.

This company has announced its intention of complying with the September ruling of the state commission to the extent of filing application for a permit to operate, to some extent, at least, as a common carrier, under terms of the new motor vehicle regulation act.

The commission's order held transfer companies must obtain such permits to continue operation. The Skellet company is acting as representative of Minneapolis and St. Paul transfer concerns, members of the Twin City Transportation Association. It takes the position that state action by an application to the commission should precede litigation of the matter in state courts.

## New Yellow Cabs Now in Delivery

**Chicago, Ill., Oct. 17.**—Coincident with ratification of the merger between the Yellow Cab Manufacturing Company and the General Motors Truck Company, a new and radically different type of taxicab was announced. This vehicle is now in production, and deliveries are being made throughout the United States.

Major changes incorporated in the new type 9-5 Yellow Cab, which is known as the "Mile Merchant" model, are a fully inclosed driver's compartment, giving the vehicle the appearance of a sedan, and a larger, roomier passenger compartment, seating six persons. It is powered with a four-cylinder Yellow Knight sleeve valve engine, manufactured in the company's own plant at East Moline, Ill.

"The 'Mile Merchant' model has been produced in answer to a growing public demand for greater luxury in all types of passenger-carrying vehicles," is the explanation offered by P. L. Emerson, vice-president in charge of sales of the Yellow Truck and Coach Manufacturing Company.

## R. R. Shops in Germany Building Trucks and Buses

**London, Oct. 17 (U. T. P. S.).**—A number of German locomotive and engineering works are taking up the construction of trucks and buses because of the slackening demand for railroad rolling stock. The more important of these firms are the Henschel and Sohn Locomotive Works, Cassel, the Magdeburg Werkzeugmaschinen Gesellschaft, Magdeburg, and the Kraus Locomotive Works, Munich. The latter is working under license from the Swiss Berna Company.

## UTILITY TRAILER OPENS NEW PLANT

**Los Angeles, Cal., Oct. 17.**—The Utility Trailer Manufacturing Company, which manufactures a full line of trailers exclusively, is now located in its own new plant in the City Industrial Tract here.

The site of the new plant includes four acres of ground, one acre of which is completely occupied by the modern, fireproof, daylight factory building of the sawtooth type. Net savings in construction costs by the operation of this daylight factory has put the company in a position to compete for the export trade and also has enabled it to extend its field of sales in the western part of the United States.

Favorable freight rates from Los Angeles harbor via the water route through the Panama Canal make it possible for the company to obtain a considerable business from the Atlantic seaboard states. These rates to New York, Philadelphia, Boston and other Eastern cities are less than the inland freight charges to industrial centers in Illinois, Michigan and Ohio.

Officials of the company report their sales and deliveries for 1925 to date as surpassing those of any previous year of the thirteen during which they have been in business.

## WALLA WALLA CO. WILL HANDLE TRACTOR SALES

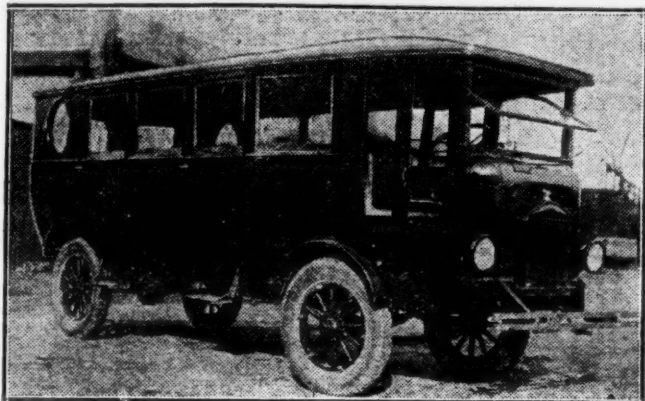
**Portland, Ore., Oct. 17 (U. T. P. S.).**—Sales and service for the Best and Holt caterpillars will be conducted by the A. Paige Machine Company of Walla Walla, Wash., in the whole territory from Lewiston, Ida., to Pendleton, Ore. The company will maintain agencies and service in the three cities. The agency for the Best tractor was formerly held in Pendleton by Jerard and Temple, while the Holt agency was held for years by Sturgis and Storie and later by King and Son.

"The prospects for tractor sales in the coming season are the best they have been since 1920, which was the banner tractor year," said Paige. "The demand now in the tractor field is for a machine that can be used for all the operations necessary on a farm, and the five sizes of caterpillars we handle enable us to meet this demand."

## SANFORD GETS S. F. JOB

**San Francisco, Oct. 17 (U. T. P. S.).**—Frank Sanford, for many years manager of the Oakland branch of the Howard Automobile Company, will be the Pacific Coast representative of the Lapeer Trailer and will distribute this line in California, Oregon, Washington and Nevada. Sanford, with his new organization, will make his headquarters in San Francisco, with branches in Oakland, Los Angeles and Portland. With Sanford will be associated W. B. Elcock and J. S. Torney. Elcock will act as secretary-treasurer and Torney will be vice-president in charge of the Los Angeles branch.

**A KENTUCKY PRODUCT.** The new model bus shown below is being manufactured for passenger service by the Kentucky Wagon Manufacturing Company at Louisville, Ky. The specially constructed body seats sixteen people, is mostly of aluminum and weighs only about 1,000 pounds.



## TWO NEW BUS CONCERNS ORGANIZED WITH TOTAL CAPITALIZATION \$75,000

**Chicago, Oct. 17.**—Quarters have been opened at 523 West 55th St. by the Sunbeam Motor Company, newly organized with capital of \$50,000 to conduct an interurban, intrastate and express, parcel and merchandise delivery and transportation brokerage business. The directors are J. L. Heltman, Oswin Danz and W. P. Nelsen.

**Jackson, Miss., Oct. 17.**—Mississippi Coaches, Inc., is the name of a new bus line just organized here, with W. W. Garth as manager and capitalized at \$25,000. The new company will operate White buses of the de luxe Pullman and de luxe chair car types and seven-passenger Cadillac cars. With Jackson as a center, the concern proposes to run lines to McComb, Miss., on the south; Vicksburg on the west, Meridian on the east, Yazoo on the north, with other lines promised as the demand develops. This is Jackson's first big line.

## New Bus System For Des Moines

**Des Moines, Ia., Oct. 17 (U. T. P. S.).**—A \$300,000 bus corporation to operate an extensive system of transportation in partial competition to the Des Moines City Railway Company took out articles of incorporation yesterday, naming L. E. Mayer, president and treasurer; J. S. Robinson, vice-president, and D. Brinton, secretary of the company, to be known as the Capital City Motor Coach Company. Attorney M. H. Cohn, with the bus company, says most of the capital came from outside of the city, but that there are many local investors.

It was also stated that the buses would operate on streets not used by the trolley system and in parts of the city not served by the street cars, but, according to Mr. Chambers, head of the street car company, such a bus line would be competitive, even if not operating in defiance to the present car franchise held by his company, and would mean ruin to his company.

The buses used by the Capital Motor Coach Company will be large, finely equipped vehicles with a seating capacity equal to the street cars. A number of double-deckers similar to those used in New York and Chicago may also be used. No statement as to fares was made, but those intimately acquainted with transportation conditions in Des Moines hinted it would likely be a lower fare than the 10 cents now charged by the street cars.

## STAGE LINE IS SOLD

**Portland, Ore., Oct. 17 (U. T. P. S.).**—Sale of all stock of the Camas Stage Company to Tacoma capitalists was announced during the past week by W. T. Crawford and Max H. Clarke, president and secretary of the company and majority stockholders. The buyers were T. A. Oakley and W. E. Wilmot, who also purchased stock held by Crawford and Clark in the Portland-Seattle Stage Company.

## Bus Activities

### BUS HOUSING PROBLEM

**Concord, N. H., Oct. 17.**—The Boston & Maine Transportation Company, which has housed four of its large bus coaches at the railroad shops here all summer, has moved them to the School Street garage. Tentative arrangements have been made to procure a building in this city where the transportation company can house its own buses without interference with other cars.

### SEEK BUS PERMITS

**De Kalb, Ill., Oct. 17.**—The Northern Illinois Service Company of De Kalb, which operates an electric railway through several counties of this section, has asked permission of the Illinois Commerce Commission to operate motor bus feeders between Sterling, Moline, Rock Island, Morrison, Dixon, Amboy, Peru, Sublette and La Salle. The hearing on the petition will be set for some time in November. Finding it impossible to suppress the competition of the motor bus lines in Illinois, the various traction lines are planning to meet this opposition with the same kind of service.

### PERMITS DENIED

**Des Moines, Ia., Oct. 17.**—The Iowa Railroad Commission has denied petition of T. B. Byrnes of LeMars to establish a motor freight line between LeMars and Sioux City, and rejected the petition of C. C. Richardson of Indianapolis to establish a motor bus line between Des Moines and Marshalltown. Prior adequate service was found in each case by the commission.

### UNION BUS STATION

**Columbia, S. C., Oct. 17.**—The Palmetto Transportation Company and Hayes Bus Lines, Inc., have organized a union bus terminal in Columbia. The terminal is located opposite the Jefferson Hotel. Because of a recent ruling by Samuel McGowan, chief highway commissioner, prohibiting the accepting or discharging of passengers at any other place in the city than the terminals or hotels, the union terminal idea is being found more practical.

### START NEW BUS LINE

**Belleville, Ill., Oct. 17.**—The Blue Goose Motor Coach Company has been organized here with capital stock of \$25,000. The incorporators include James Maloney and Elmer Baldus. It is proposed to operate motor bus lines between Belleville and various adjacent points in southeastern Illinois.

### OPEN NEW BUS STATION

**Corpus Christi, Tex., Oct. 17.**—The Red Ball Bus Line has opened its new station here. The depot has been remodeled for its special use, and is said to be one of the neatest and most convenient bus line stations in Texas. The Red Ball Line now has sixteen cars running daily between Corpus Christi and San Antonio.

## URGES FEDERAL CONTROL OF BUS

Utilities Commissioners Will Ask Congress For Legislation

**WASHINGTON, Oct. 17.**—The National Association of Railroad and Utilities Commissioners, at its annual convention here this week adopted the report of a special committee recommending Legislation the coming session of Congress for Federal regulation of interstate traffic in motor bus transportation.

The outline of the proposed measure covers classification of motor vehicles, certificate of convenience and necessity, issuance of bonds, rates and regulations, powers of boards and commissions, orders and service, disposition of fees and other moneys, appropriation for contingent fund, taxation and power of the states.

The bill requires the procurement of certificates of convenience and necessity, and provides that holders of such certificates shall supply reasonably adequate service at just, reasonable, and nondiscriminatory rates. It likewise provides that each certificate holder shall file a bond conditioned to pay any damages to persons or property arising out of the transaction of the business authorized by the certificate.

The regulation provided extends to all interstate transportation for hire by motor vehicle. Whether a certificate is required and the act applies generally depends upon whether a motor vehicle operator engages in the commercial use of the highways, and not upon whether he elects to become a common carrier.

"It is recognized that there may be question raised as to the constitutional power of the Congress to subject private business to public regulation," the committee's report states.

"But effective regulation of interstate transportation by motor vehicle requires the regulation, not only of that which is supplied by common carrier, but of all such transportation which is supplied for hire."

The report sets forth that the power of motor bus regulation is legislative and rests with Congress "and cannot be surrendered or transferred."

"Practical control over interstate motor vehicle transportation which it is the aim of the proposed act to secure to the state boards," the report adds, "can be secured only by making such boards agencies of the Federal government, to apply and enforce regulatory rules declared by Congress. It is upon that theory the bill has been drawn."

"It is needless, of course, to say that it makes such state boards agencies of the Federal government for the sole purpose of regulating the interstate commerce affected by the act. Furthermore, it makes no attempt to impose the duty upon the board of any state of acting as a Federal agency if the laws of the state prevent such action, or if the state board involved is indisposed to act."

"It is provided that within a stated time each state board shall file with the Interstate Commerce Commission a statement that it is prepared to perform the duties imposed by the act."

### BUS ROUTE OPPOSED

**Wilmington, Del., Oct. 17 (U. T. P. S.).**—Strong opposition has developed to the proposed bus route between Wilmington and Philadelphia, sponsored by the People's Rapid Transit Company.

Opposing the route are the Wilmington & Philadelphia Traction Company, the Pennsylvania Railroad, the Baltimore & Ohio and the Delaware Safety Council.

A hearing on the petition for a permit to operate in Wilmington will be held next Tuesday.



## Tire Sales Revive in All Parts of Country

ATLANTA, Ga., Oct. 17 (U. T. P. S.).—The lull in tire buying which was quite noticeable in the Southeast when prices first began to mount some weeks ago has now practically disappeared.

Jobbers and managers for the various factory branches in Atlanta covering the southeastern territory report that sales to the retail dealer trade the latter half of September and the first week of October were the heaviest in several months. Like the accessory trades the tire dealers in this district are apparently looking forward to an active volume of business through the fall and early winter months, and they are doing their tire buying accordingly.

Stocks now in the hands of tire dealers in the district, according to the distributors in Atlanta, are the largest they have been in several months, and the largest they have ever been in the history of the business in the South for this season of the year. Furthermore, orders are continuing to come in steadily from all over the Southeast, and it is interesting to note that they are particularly heavy from the smaller dealers in the towns and communities which depend largely on the custom of farmers.

### MINNEAPOLIS

Minneapolis, Minn., Oct. 17.—Tire wholesalers here seem agreed that various increases in tire prices, some of which were forecast during the summer, caused an increase up to 50 per cent. in buying by dealers, but that tire sales today are about equal to those of a year ago.

Failure of the increased business average to continue, they believe, is due to the fact that most dealers bought heavily and overstocked while prices were soaring and now they are unloading these supplies. The increased business continued up to last week, when it dropped to the average of 1924.

Prospects of increased prices in June, July and August, particularly, wholesalers point out, stimulated the buying of dealers and the dealers report there was a healthy increase in sales to individuals during this period.

### CANTON

Canton, O., Oct. 17.—The advent of typical fall weather has stimulated tire sales in the Canton district and from many sources reports are more encouraging than they have been at any time in recent weeks.

Sales last week showed much improvement over those of the week before, there being every indication that this pro rata gain will continue through the month of October, several leading dealers report. Business this month to date is running ahead of the same month a year ago.

A survey of several of the leading stores in the downtown district recently disclosed that approximately 50 per cent. of the tires being sold are balloons, with a like number of high-pressure pneumatics.

Most in demand, it was said, were the straight-side sizes, used on the higher priced cars, for it is these car owners who are buying their tires now.

Majority of tire dealers' stocks in this section are above normal, it was learned, but not quite as heavy as a year ago.

Dealers are unanimous in their opinion that the tire business this fall will be better than was predicted a month ago.

### SAN FRANCISCO

San Francisco, Oct. 17 (U. T. P. S.).—Prospects of further increases in the prices of automobile tires are driving many buyers into the market this month, a survey of the San Francisco tire trade shows.

Dealers report that this year's business has continued brisk later

## RUBBER PLANTING PLAN FOR BRITAIN

London, Oct. 17 (U. T. P. S.).—At a recent conference of the Incorporated Society of Planters, at Kuala Lumpur in Malaya, A. W. Still made a proposition of considerable interest in view of the predicted shortage of raw rubber. His view is that the British investor cannot provide the capital for necessary rubber planting extensions within the British Empire and he therefore suggests that the British government should undertake a planting program of 1,500,000 acres and finance this to the tune of £60,000,000.

The tapping rights on the area so planted would be leased to interested parties against a rent of 3d. per pound for rubber obtained. The government-owned areas would not be tapped at all until prices were above a certain figure—say 1s. 6d. per pound. They would therefore act as market stabilizers and protect the rubber user to some extent.

There are certain objections to this scheme which are pointed out: First, present economic conditions in Britain are such as to make it unlikely that any government would embark on such an enterprise. Secondly, the area of free land which could be planted in Malaya is now small so that acreage would have to be sought elsewhere. Thirdly, the scheme as outlined would certainly meet with fierce opposition from vested rubber interests who are anxious to take advantage to the full of present conditions and extract the last cent from the rubber user.

### HEWITT RUBBER CO. IS GIVING RADIO PROGRAMS

Buffalo, N. Y., Oct. 17.—The Hewitt Rubber Company has arranged with WGR, the Federal Radio Station in the Statler Hotel here, to broadcast a half-hour program each Friday night from 10:30 to 11. It is purely an entertainment program and has made a decided hit with the radio fans, judging by the many complimentary letters that have already been received by the Hewitt people.

The program is in charge of Ernest J. Clare, advertising manager of the Hewitt Rubber Company, who is well known to radio fans for his parodies and character sketches.

into the fall months than in any previous year. With scarcely an exception, tire dealers report carrying larger stocks than at this time last year and also an increase in business.

The Michelin tire distributing branch reports an unusual trend of business toward the balloon tire. The sale of Michelin interchangeable types of balloon tires comprised 90 per cent. of last month's business, which was 25 per cent. higher than the same month last year.

J. Harry Ingersoll, San Francisco dealer for the Keaton tire, also finds a strong market for old rubber. Up to last month it was almost impossible to keep up with the demand for used tires.

McKean Brothers, Goodyear dealers, are enjoying a business 100 per cent. better than a year ago. There has been scarcely a letdown in sales since the peak was passed in July and stocks have been increased over the usual winter supply.

The Grandfield Tire and Supply Company has doubled its stock within the year and expects the present good business to continue as long as no downward revision of tire prices is in sight.

## FAIR FALL TIRE SALES REPORTED IN TACOMA

Tacoma, Wash., Oct. 17 (U. T. P. S.).—Present indications point to a fair fall business in tire sales in Tacoma, according to the reports of several local dealers, although all are agreed that there is no immediate prospect for a strong tire situation here until prices come down.

Interviews with local dealers bear out that tire sales during the past few weeks have held the same. The Southerland Company reports September's sales as being 10 per cent. greater than those of September a year ago.

Edwin Chambers believes that the small tire dealers in Tacoma and elsewhere in the Northwest are pretty hard hit right now because of the recent increase in tire prices.

### COTTON FOR TIRES

Pine Bluff, Ark., Oct. 17.—Some of the cotton that is handled here by local cotton buyers is sold to mills in the East, which manufacture it into tire fabric for tire manufacturing firms. A local cotton firm recently sold several hundred bales for this purpose.

## General Tire Men Hold Meet at Akron

Akron, O., Oct. 17.—Prophecy of an enormous increase in the balloon tire business, President W. O'Neill of the General Tire and Rubber Company, spoke to 350 General distributors Tuesday morning at a dealers' conference held here.

The Akron conference, held at the General factory, follows similar meetings at Atlantic City and Atlanta. Other conferences are to follow at Chicago, Minneapolis, Dallas, Los Angeles, San Francisco and Seattle.

President O'Neill told the dealers in answer to their questions that if there be any immediate price revision it will probably be upward.

"Due to the high price of crude rubber," he said, "it is likely that prices will increase."

The importance of tire service to consumers was also stressed during the session.

Other speakers at the meeting were Sales Manager S. S. Poor of New York, Advertising Manager A. B. Stiller, Secretary T. F. O'Neill and Western Sales Manager Howard F. Smith.

## COURT RULES ON CLAIMS ON INSOLVENT TIRE CO.

Fort Madison, Ia., Oct. 17.—The United States Circuit Court of Appeals in St. Louis has affirmed the Southern Iowa District Court rule that bondholders of the Insolvent Perfection Tire and Rubber Company of this city have a prior claim on all property in liquidation of the company. The appeal was taken to the United States court by the Fire Protection Company, seeking to recover a bill of \$19,726 for automatic sprinklers installed in the building in 1918. The bill was never paid because the company went into bankruptcy and passed to a receiver. In March, 1923, the Fire Protection Company asked to remove the equipment, but bondholders resisted, claiming that the contract was never filed and that they had a prior claim.

### DUNLOP GIRLS BOWL

Buffalo, N. Y., Oct. 17.—Girls of the plant and office of the Dunlop Tire and Rubber Corporation have organized several bowling teams and will participate in the Dunlop League games.

## Enroll Now! Join the Thousands of Other Minute Men of the Industry Who Are Starting Each Business Day By Reading the Automotive Daily News

How important is your business to you? If your aim is set for the highest possible business accomplishment, it is essential that you know all about the affairs concerning your industry just as soon as possible—and not from six weeks to two or three months later.

### The Automotive Daily News Delivers the News When the News Is New!

The AUTOMOTIVE DAILY NEWS—the industry's first and only daily newspaper—affords its readers immediate news service relative to every line of endeavor in the automotive field. It is a newspaper for those who always are eager to keep in immediate touch with all affairs having a possible bearing upon their own business growth.

### Readers of the Automotive Daily News Are Leaders in the Trade—Not Followers

The AUTOMOTIVE DAILY NEWS has no axe to grind and its editorial policies will be unbiased and absolutely honest. It will support and advance the interests of the industry as a whole—working with all agencies for its welfare. Conducted by national authorities in every division of the whole automotive field, it can and does promise you news that is reliable and authoritative.

### If You Are Keeping Step With the Leaders, You Will Read It Too!

The timely news service afforded by the AUTOMOTIVE DAILY NEWS covers every subject that progressive business men must know and this is borne out by the fact that the AUTOMOTIVE DAILY NEWS has the fastest growing circulation of any other trade newspaper in any field.

## MAIL YOUR COUPON AT ONCE!

### You Owe It to Yourself to Become a Reader

Especially when you consider that the AUTOMOTIVE DAILY NEWS costs you no more than your daily newspaper—3 months for \$3.00—6 months for \$6.00—1 year for \$12.00. Subscribe now so you'll not miss a single issue. Fill out and mail the coupon.

AUTOMOTIVE DAILY NEWS,  
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

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I enclose \$....., or I will send \$..... upon receipt of bill.

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Connection with industry .....



# All Sections Behind Auto Tax Repeal Drive

## CHICAGO GARAGE OWNERS LINE UP

Send Petitions to Members of Congress From Illinois

CHICAGO, Oct. 17.—The fight for repeal of the war-time excise tax on automobiles and accessories is going steadily forward in Chicago, backed by motor associations, dealers and individual car owners.

Pressure is being exerted on senators and representatives in Congress to exert their influence and their votes for repeal of this objectionable taxation. The following is a copy of a petition made by the Chicago Garage Business Men's Association of representatives from the Chicago district, and to the other senators and representatives from Illinois:—

"We, the undersigned citizens of Chicago, owners and users of motor vehicles, are opposed to the retention of war-time excise taxes on automobiles, motor trucks, parts, tires and accessories, and do earnestly and respectfully urge that you use your influence and vote for the repeal of the same.

"These special tax burdens were borne with willingness and patriotism during the war, but we regard their further continuance as an unreasonable imposition on the great body of motor vehicle users.

"The motor car is a prime necessity in every walk of life, and the tax on parts is a tax on the utility of the users, as the motor car is not a luxury, and should not bear a luxury tax.

"We petition you to relieve the motor car user from the onerous burden of special war taxes in these days of prosperous peace, and earnestly urge their repeal at the coming session of the Sixty-ninth Congress.

"CHICAGO GARAGE OWNERS' ASSOCIATION."

To this petition were attached the signatures of the organization's entire membership, consisting of practically every owner of a garage, public or private, in the city.

This petition was sent to Washington, and the association is planning to follow up with an individual petition from all its members and their friends, urging repeal of the tax.

The Illinois State Truck Association, according to F. E. Ersmann, is also planning to petition Congress for the repeal of the excise tax, and is developing a campaign whereby every truck owner in the state will demand repeal of the taxes at the next session of Congress. A petition is being prepared, and will be forwarded to Washington later in the week.

Automotive Daily News classified ads bring results.

## Ohio Representative Pledges His Support

Toledo, O., Oct. 17.—W. W. Chalmers, state representative from the northern Ohio district, announced at a conference with M. J. McCormick, secretary of the Toledo Automobile Club, and others, that he will put up a strong fight at the next session of Congress to have the government excise tax, which purchasers of automobiles and automobile accessories now pay, eliminated. He contends it is a war-time measure and should be lifted.

GAS ELECTRIC BUSES gain favor in Philadelphia. The Philadelphia Rapid Transit Company claims after tests that the gas-electric driven buses are very economical for passenger transportation uses. The photograph below shows one style of the machines in use.



## WESTERN N. Y. TAKES ACTION

Buffalo, N. Y., Oct. 17.—Western New York is now solidly behind the nation-wide effort to secure repeal of the automobile tax.

At the meeting recently of the Buffalo Automobile Dealers' Association, of which E. C. Bull is chairman, a resolution was signed by the Board of Directors asking local representatives in Congress to exert every reasonable effort to have the next Congress repeal "the discriminatory war excise taxes," now levied against automobiles, tires and other automobile parts and accessories.

In addition, every member of the association has been earnestly urged to take individual action, writing to all congressional representatives for the same purpose.

A survey of local automobile distributors and city dealers indicates that at least 60 per cent. of the firms in the business have already written their congressmen or taken some steps calculated to help in the nation-wide movement.

## COHOES DEALERS STRONG IN ATTACK ON MEASURE

Cohoes, N. Y., Oct. 17.—Automobile dealers of this city are unanimously opposed to the Federal excise tax on automobiles.

Prominent dealers feel that the buyer of an automobile is taxed enough when he pays his license fees and other taxes on incidentals. All, however, are agreed that the removal of the tax would be instrumental in stimulating the sale of all types of cars in this territory.

The Cohoes Automobile Association has gone on record as being firmly against the Federal tax and it is said that written protest will be filed with the district's representative in Congress. Similar organizations in neighboring cities have already taken such action.

## PRAISE WORK BEING DONE IN EXCISE FIGHT

Little Rock, Ark., Oct. 17.—That the biggest work now being done by the American Automobile Association is its efforts toward having the excise tax on automobiles, parts, tires and accessories repealed, was the assertion made here recently by E. C. Blesi of Dallas, vice-president of the A. A. A. Mr. Blesi, who is president of the Dallas Automobile Club and head of the Texas State Automobile Association, spoke before members of the Little Rock Automobile Dealers' Association at a luncheon meeting.

## Arkansans Oppose Excise and Gas Tax

Little Rock, Ark., Oct. 17.—Arkansas motorists will be in the fight for the repeal of the excise tax on automobiles, parts, tires and accessories when Congress meets in December. With the organization of the Arkansas Automobile Club, which has been accorded a membership in the American Automobile Association, it is expected that Arkansas members of Congress will be asked in no uncertain terms, to vote for a repeal of the war tax on transportation.

The Arkansas Club, with headquarters in Little Rock, is organizing the motor car owners in every part of the state against the tax. A determined fight is also planned against a proposed increase in the gasoline tax, which is now 4 cents a gallon.

In addition to a 4 cent tax on gas, Arkansas motorists pay 10 cents a gallon on motor oil, the only state paying any tax on this commodity. The state license runs from a \$15 minimum, on a Ford touring car, up to \$40 on the largest cars.

## FARMERS ARE HARDEST HIT BY TAX, SAYS C. A. A.

San Francisco, Oct. 17 (U. T. P. S.).—The California State Automobile Association launched a campaign here this week to have Congress undertake a program for relieving war excise taxes on automobiles at its coming session.

The association declares the tax is a discriminatory one on transportation and hits the farmer the hardest. It is pointed out that the tax on replacement parts and accessories is particularly offensive.

## All Citizens Asked To Sign in Indiana

Evansville, Ind., Oct. 17.—A petition will be circulated among the citizens of this city and vicinity by the Auto Club of Evansville urging Congressman Harry E. Rowbottom to use his influence the next session of Congress to have the automobile excise tax law repealed, according to announcement by O. L. Keeler, club secretary. Congressman Rowbottom recently declared himself as opposed to the tax, which, he believes, should be repealed, or at least greatly modified.

Every cent of the tax reduction in automotive excise taxes that Congress authorizes in the next revenue bill will accrue to the benefit of the automobile owner, according to Keeler.

## All Clubs in Texas Are Behind Battle for Repeal

San Antonio, Tex., Oct. 17.—All automobile associations in Texas are taking active steps toward supporting the campaign for the repeal of the excise tax on automobiles. Telegrams and letters received from the A. A. A. have been supported by meetings in which the matter was discussed and action taken to line up auto owners and dealers its cause. While Congressman Harry Wurzbach from this district has not voiced his sentiments one way or another, it is believed that he will lend his support to the cause.

## GEORGIA DEALERS COVER ALL SOUTH

Atlanta, Ga., Oct. 17 (U. T. P. S.).—Co-operating with similar dealer and distributor organizations in the United States, the Atlanta Automobile Association is making a determined fight to aid in the bringing about of the repeal of the excise taxes on the automotive industry, and is not only campaigning among the Georgia congressmen and senators for this purpose, but is soliciting the aid of all dealer and distributor organizations in the South, requesting them to conduct similar campaigns with the congressmen and senators in their own states in this effort.

C. V. Hohenstein, executive secretary of the Atlanta body, advises that the association has received definite assurance from Representative Crisp of Americus, Ga., a member of the ways and means committee of the House, that he will give the automotive industry his unqualified support in this campaign; several other congressmen and senators are also reported favorable to the repeal of these taxes, Secretary Hohenstein stating that it only remains for the dealer organizations to take up the matter to bring others into line.

Membership of the Atlanta Automobile Association includes nearly all of the dealers and jobbers identified with all branches of the automotive industry in the Atlanta and suburban territory, and is regarded one of the strongest dealer organizations of any city in the country, so far as the automotive business is concerned.

## KANSAS CITY DEALERS ARE UNIT AGAINST TAX

Kansas City, Oct. 17.—Kansas City motor car dealers are a unit in favoring the repeal of the excise tax on motor cars and parts.

"The dealers here are opposed to the tax," Lee Archer of the Munroe-Archer-Shearer Company, Hudson-Essex dealers, said. "However, our efforts in having the law repealed have not been as a unit. With the opening of Congress soon, we will make a determined effort towards that end."

## OHIO ASSOCIATION GOES AFTER ITS CONGRESSMEN

Columbus, O., Oct. 17.—C. C. Janes, secretary of the Ohio State Automobile Association, has urged every automobile owner in the state to get in touch with the Ohio senators and his representative in Congress and urge them to support measures to remove the excise tax on automobiles and accessories. The Ohio Council of the National Association of Automobile Dealers also is taking an active interest in the proposal.

## CLUB IN FIGHT

San Francisco, Oct. 17.—The National Automobile Club of California has pledged to support the present campaign against the excise tax on automobiles.

## PENNSYLVANIA IS STANDING SOLID

Industry of That State Hopes to Have National Influence

HARRISBURG, Pa., Oct. 17.—Retiring President E. T. Satchell of the Pennsylvania Automotive Association has issued a denunciation of the excise tax.

Mr. Satchell stated that every effort will be made to line up the entire automotive industry of the state for the drive on the repeal of the burdensome law.

Inasmuch as the Pennsylvania Automotive Association, boasts that it was successful in putting over 95 per cent. of its legislative program in the state, Mr. Satchell hopes that the entire industry, including non-members of the organization, can make its influence felt with the national legislators.

In explaining his decisive stand, Mr. Satchell said: "The motor car is no longer a luxury, but an economic necessity and should be taxed accordingly. I am asking the hundreds of members of our association to communicate with Pennsylvania Senators and congressmen, urging them to remove the discriminatory and obsolete war tax that is burdening business. The movement should have the support of the public, for it is directed against the tax that has its tentacles on every motor car owner in the country."

## Carolina Dealers Show Solid Front

Charlotte, N. C., Oct. 17.—One of the outstanding features in the news of the automotive trade of North Carolina, at the present time, is the rapid crystallization of the dealer interest in the campaign for the removal of the excise tax on automobiles and parts.

Two score dealers, members of the North Carolina Automotive Trade Association, attended the fall meeting of the third district, held at Fayetteville recently, and adopted resolutions favoring the repeal of the tax. The action of the third district men was endorsed by the newly organized association at Durham, which adopted similar resolutions. State officials of the association were present at the meeting also.

## IOWA NASH DEALER BATTLES AGAINST EXCISE

Cedar Rapids, Iowa, Oct. 17.—Declaring that the removal of the excise tax on automobiles would be the greatest stimulus that the industry has been given in years, C. W. Wetherton of the Cedar Valley Nash Company has been endeavoring to stir his automotive neighbors to action against the law.

Wetherton claims that while he does not believe the removal of the tax would stimulate sales, he does believe it would bring about lower prices and alleviate many of the "minor ills that are eating away at the heart of the industry."

## Minnesota Motorists Asked to Join Fight

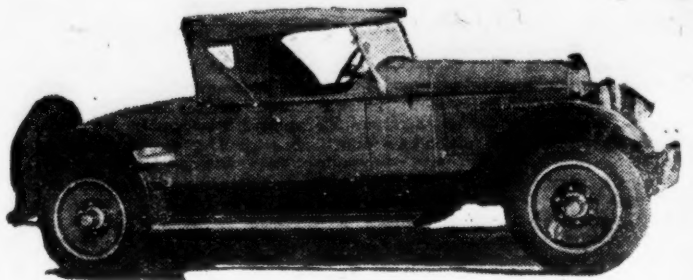
Minneapolis, Minn., Oct. 17.—Minneapolis motorists are being asked to indorse petitions which the Automobile Club of Minneapolis is circulating protesting against the war-time excise tax, according to G. Roy Hill, secretary.

"These petitions will be submitted to Congress in support of the fight for repeal of the excise tax," says Mr. Hill.



# "We Don't Sell Used Cars— We Sell Unused Transportation!"

An Interview With  
**CLINTON B. AMOROUS,**  
President Wills-St. Claire Company of New York.



From its appearance, only an expert could tell that this is a used car. It is an example of the careful refinishing methods practised by this distributor.

**"INSTEAD** of selling used cars we sell unused transportation."

The speaker was C. B. Amorous, president of the Wills Sainte Claire Company of New York, who is known to the trade as having in the past ten years developed some of the best merchandising plans put into operation, and who now has eliminated from the business of the Wills New York branch all traces of the used car as a menace and made it a factor for increased business, better profit and enhanced good-will.

"Used car disposal is a separate business from new car selling, but can be made a valuable adjunct to it instead of a burden. A price is set on the car, but unlike a new car sale, the buyer does not expect to pay the asked price. Suppose the price is twelve hundred dollars. The buyer offers a thousand. The used car salesman gets so used to having the value of his cars underestimated by buyers that it wears down his own appreciation of the value and diminishes his effort to get the price. Also he depends a great deal on price listings of used cars. There is where the executive can use judgment in combating these tendencies.

## All Cars Are Rebuilt

"The Wills Sainte Claire Company goes through the usual motions of explaining the merits of the car in question to a prospect. It settles the prospect's mind on a given car. Then comes the closing punch. A price has been asked, and the prospect objects on the ground that it is a used car. We tell him that we do not sell used cars, but are selling him transportation; the same quality of transportation he would buy if he purchased a new car at the same price, as far as dependability is concerned, and that in comfort and power the car he buys will exceed that of a new car at the same price. Remember that we are selling high-priced used cars, since our market carries principally that grade.

To support this policy it is necessary to completely rebuild each car that we take in trade. We do so, very thoroughly. They receive replacements of parts that really show wear and are painted and nicked to equal new-car appearance. New tire equipment is added. The car is well worth the price we ask. By the time it reaches our salesroom floor it is no longer a used car but has become "unused transportation." It cannot be compared with the used car of the stereotype listing, which really gives the value of the average car without rebuilding.

This also puts us in the position to sell the car on merit instead of the name plate. Listings arise from the facility with which used cars of various makes can be sold. A dealer bases his allowance on the market for the name plate, and asks more and gets more for the best selling makes, regardless of condition.

## Why Appearance Counts

"We make it a point to individualize the merchandising of each used car so that the car sells on its actual value. We estimate the unused transportation, the reliable, comfortable service that is still in the car. So far as appearance goes, we see that it is on a par with the new car of the same make. Thus we eliminate to a great extent the tendency of both the salesman and the buyer to believe that any car of a certain model, year and make is only worth a certain sum.

"Another example of a flaw in the general used car merchandising methods can be made like this. Suppose that a society woman buys a medium priced car for use as a second or emergency car in her garage. It is rarely used and is cared for by expert chauffeur mechanics. At the same time a travelling salesman buys a car of the same price but of much more popular make. He uses his car



C. B. Amorous

**METHODS** of the Wills Ste. Claire Company of New York, as explained here by C. B. Amorous, president, result in the profitable selling of 300 high-priced used cars a year. The cars are sold on a strict basis of the remaining value in them—the unused transportation. They are carefully refinished and every vestige of the used stigma removed. Energetic merchandising and fair prices keep them moving.

Dealers in the higher-priced field will find points in this article that they can immediately adapt to their own business.

daily under the hardest conditions and it can receive only a small percentage of the care that the other car gets.

Yet when both come to trade in their cars, the salesman's car has a better re-sale value than the little-used car of the society woman. In actuality the salesman's car is worth only a fraction of the other car, but because it is a popular make with a higher listing, it has higher fictitious value. That is because it is traded on a basis of listed price instead of the value of its "unused transportation."

The woman is a 90 per cent. buyer of motor cars in the used car field, yet she does not wish to be known as a used car owner. She may not actually buy the car, but she aids the decision. She prefers an economical purchase of a good used car, but does not want the neighbors to discern that it is a used car. That is where the importance of refinishing to bona fide new-car appearance comes in.

We make it difficult for any but an expert to tell our used cars from the new models. The satisfaction that a buyer receives from a well-rebuilt used car of superlative appearance sold at a fair price results in eventual new car sales by the concern that has given such an excellent deal on the used car. With us it averages as high as 75 per cent. of our used car buyers who eventually come to us for new cars.

One of the most costly parts of handling used cars has been in the amount of non-interest bearing money that is tied up for many months in large stocks of used cars. We have wiped out this hazard, first by pricing used cars for ready sale and energetically merchandising them in much the same way that we do a new car, on a value basis. Second, we do not allow them to gather dust. If at the end of three months the car has not been sold at or near the figure originally set as its price, we admit that we have made an error of judgment, but correct it by taking the next reasonable bid for the car and turn it into cash that it not tied up. We handle three hundred used cars a year—high priced used cars that equal the transaction of thousands of sales of cars of lesser values. At the present time we have a used car inventory of less than \$4,000. That is very close to our average, and proves that they are kept moving.

## No Special Inducements

We do not make special inducements to move cars, such as trial purchases. We believe in suiting the buyer, making a positive satisfactory sale and keeping the car sold.

"It is customary to credit the profit of a new car sale to the new car entirely. That is not fair to the used car, for if the trade were not made, there would be no new car sold. Suppose that the profit on a transaction has been twenty per cent. Instead of crediting that as a net to the new car sales ledger and letting the used car carry a certain deficit, admit that part of the profit of the whole deal applies to the used car. Credit a percentage of the new car discount at once to the used car. This permits coverage of the cost of rebuilding the used car and an occasional sacrifice of price under the allowance. That makes the used car self-supporting or even profitable, and while it cuts down the apparent net on a new car sale, the profit shown is actual profit. Apply business methods and study the used car problem and it ceases to be a problem."

## Suits Car to Prospect

**BY** making an analytical study of the types of models which men in various kinds of professions or business prefer, it is possible for the dealer to hit the bullseye frequently when sending out salesmen with "call cars," or demonstrators. Supposing a dealer has a physician prospect. Would he send out a seven-passenger touring car to him? Not likely. Experience has shown conclusively that most physicians, at least for their personal business, want a two-passenger coupe.

There is no reason why a dealer should not use as good judgment trying to reach other classes of men and business. What will help put him right on this? If he has been in business for any length of time and has sold many cars, his file of customers' cards will go a long way. By running over them and studying he can soon learn, provided the file has been properly kept up, what kind of cars have been sold for certain kinds of business.

For instance, he would probably discover that a lawyer prefers a sedan, a contractor or plasterer a touring car, a real estate agent a closed car, and so on. After a while the dealer, or his sales manager, is able, on hearing of a man's line of business, instantly to visualize the type of model he ought to send out, provided, of course, he has had no opportunity of learning in advance what the prospect desires. This plan applies only to cases in which the dealer is sending out a car on the very first contact.



## Personal Paragraphs

Wichita Falls, Tex., Oct. 17.—O. W. Quick has been appointed new manager of the Motor Sales Company, local Hupmobile dealer. Mr. Quick was formerly sales manager for the firm.

Pittsburgh, Pa., Oct. 17.—Felix Doran, Jr., formerly sales manager of the Chevrolet branch at New Orleans, has been appointed sales manager of the Chevrolet branch here, succeeding H. J. Walsh, who has been transferred to Buffalo.

St. Louis, Oct. 17 (U. T. P. S.).—The Flint Motor Car Company announces it has appointed Arthur G. Rahmberg as manager of its used car department.

Newark, N. J., Oct. 17.—E. C. MacIntyre, former newspaper automobile editor here, has been appointed sales manager of the Morgan Motor Car Company, Ford dealer of this city.

Chicago, Oct. 17.—Fifteen years ago James Seveck, president of the Universal Car Sales Company, Ford dealer at 1659-61 Milwaukee Ave., was Bohemian champion bicycle racer of Chicago. He held records from one to ten miles. Early this year he went into training and attained his old championship form, with the result that he has entered the six-day bicycle race to be held at the Coliseum October 25 to 31. He will team with Chester Blazek from the East.

Little Rock, Ark., Oct. 17.—Gady C. Hopkins has been placed in charge of the used car department of the Arkansas Nash Motors Company at 705 Spring St. He will be assisted by Marion Rowe.

Evansville, Ind., Oct. 17.—R. E. Eckler, president of the Eckler Motor Company, Ford dealer, has been visiting the Ford factory branch in Indianapolis.

San Francisco, Oct. 17.—Ned B. Phillips has been appointed representative for Dodge Brothers in the San Francisco territory. He was welcomed back to his old field by twenty-five Dodge Brothers direct dealers at a gathering at the Fairmont Hotel here recently. Mr. Phillips returns to California after an absence of two years at the Dodge headquarters in Detroit.

## IMPROVEMENTS

Boston, Oct. 17 (U. T. P. S.).—Combs & McBeath, Inc., Ford dealers, moved last Thursday from 889 Boylston St., where they have been located for many years, to new quarters in the very heart of the automotive district at Kenmore Square. The salesroom and general offices are nearly twice the size of the former home. The new address is 642 Beacon St., Back Bay.

Seattle, Wash., Oct. 17.—H. E. Holmes is having an automobile sales and service building constructed at the corner of Pike Street and Summit Avenue.

Newark, N. J., Oct. 17.—Horace A. Bonnell, president of the Bonnell Motor Car Company, pioneer Dodge Bros. distributor, recently purchased the century-old plant of the Heath Cloth Company, on Warren Street. This plant will be demolished and a large service station will be erected in its place.

Chicago, Oct. 17.—The Locomobile Company of Illinois has moved into its new two-story building at 24th Street and Michigan Avenue, and Manager Bruce K. Steele is making preparations for a formal opening in about a week. The building contains more than 20,000 square feet of floor space.

Rock Springs, Wyo., Oct. 17 (U. T. P. S.).—Roup & Chance, Hupmobile representatives for western

Youngstown, O., Oct. 17.—F. J. Brunswick is announced as the new sales manager of the Kirchner Motor Company. Previously he was identified with the General Fireproofing Company and the Trucon Steel Company in executive capacities.

Evansville, Ind., Oct. 17.—George Crouch has joined the wholesale sales organization of the Bennighof-Nolan Company, Willys-Knight and Overland distributor and dealer.

## Dealer Doings

Chicago, Oct. 17.—A. A. Crumley, manager of the Pierce-Arrow Sales Corporation, is staging a closed car show at his salesroom, 2420 Michigan Ave.

Omaha, Oct. 17.—J. H. Hansen, pioneer Omaha auto distributor, announces he will re-enter the distributing business soon. He said he plans to open a large salesroom in the automobile district.

Fremont, Neb., Oct. 17.—The Niebaum & Franklin Auto Company here has opened a new place of business, to be known as the Fremont Used Car Market.

Schertz, Tex., Oct. 17.—E. P. Williams, formerly of San Antonio, has acquired the Ford dealership here, known as the Garrison Motor Company. He will conduct it under the name of the Williams Motor Company.

Franklin, Pa., Oct. 17.—Carl Gregg has sold his used car business in 13th Street and has taken over the management of the Nash automobile sales and service at 13th Street, near Buffalo. He had been in the used car business seven years.

Rochester, N. Y., Oct. 17 (U. T. P. S.).—The Leader Garage, Inc., has been appointed distributor for the Detroit Electric.

Santa Ana, Cal., Oct. 17.—W. E. Patterson, manager of the used car market at 511 North Broadway, has announced that he has purchased the market from the Bowles Motor Company. The concern will hereafter be operated as the Certified Motor Market.

Wyoming, will occupy new quarters after January 1. The building which they have been occupying and an adjoining structure have been razed and excavations have been begun for the erection of a \$50,000 fireproof brick garage building.

Glendale, Cal., Oct. 17.—Its present quarters outgrown, the Glendale Motor Car Company, Inc., has taken a larger building at 425 South Brand. The company handles the Chrysler. Lyman P. Clark is president. Territory covered by the company includes Glendale, Eagle Rock, Burbank, Montrose, Tujunga, La Crescenta, Sunland and Verdugo City.

Chicago, Oct. 17.—The Burnstine Motor Sales, 2457 Michigan Ave., Chrysler dealer, has leased the third and fourth floors of the building in which it has been occupying the first and second floors. A shop will be opened on the third floor and the fourth will be used for new car storage.

## Fire Losses

Cohoes, N. Y., Oct. 17.—The Milton Garage at Ballston Spa was destroyed by fire which caused damage estimated at \$25,000. Fifteen automobiles were destroyed. The garage was owned by Burton S. Coons.

## "Our Foreign Field"

### MEXICO MARKET FOR U. S. AUTOS

#### More Than 8,000 Cars Sold to That Country Last Year

By JOHN D. LONG

NEW YORK, Oct. 17.—"Mexico is prospering under President Calles," says Consul General Arturo M. Elias, who has charge of Mexico's commercial interests in this city, "and prosperous people buy automobiles."

"That is my answer to the question 'What can you say about the prospective market for American motor vehicles in Mexico?' We are buying increasing numbers of automobiles and we are buying them almost exclusively from your country."

He then proceeded to give some figures to bear out this last statement. The values are given in Mexican currency. The values are given in Mexican currency:—

"In 1923," he said, "Mexico imported passenger cars, tractors and motor parts to the value of \$3,394,765. Of this amount, \$8,205,110 came from the United States. Your nearest competitor was Germany, which that year supplied this product to Mexico in the value of \$109,566, and next to Germany came France, whose automotive products bought by Mexico were of the value of \$96,072."

"The returns for the past year are substantially the same. In 1924 Mexico purchased passenger cars, tractors and motor parts to the total value of \$13,654,485, and from your country we took a total value of \$13,508,645. You had almost no competitor in 1924. Germany supplied us with motor products to the value of \$52,365, and Italy to the value of \$50,451. In other words, you sold us 99 per cent. of what we bought last year in the automotive line."

We know too little about our neighbor on the south, the republic of Mexico, and too much that we do know is not so. Mexico is a federal republic, consisting of twenty-seven states, three territories and a federal district.

We already have about 40,000 motor vehicles in Mexico of American or Canadian make, Mexico is our fourth best customer for this product. The duty on motor vehicle imports is only 10 per cent. ad valorem, to which should be added a consular tax of 5 per cent. on the invoice, making what amounts to a total tariff of 15 per cent., but this is light compared with the tariffs on motor vehicle imports imposed by most countries.

During the first seven months of 1925, Mexico imported from the United States 6,901 passenger cars, with a value of \$4,692,503, and 1,852 trucks and buses worth \$1,032,594, certainly a great showing for a little more than half a year.

In the table that follows it will be seen that the number of passenger cars exported from this country into Mexico has been increasing during the past five years, but owing to the cheaper prices of cars from year to year there has not been a similar growth in total values. The exports of trucks to Mexico has shown greater variation, and here, too, the cheapening of prices has led to a lessening of total values as compared with the total number of vehicles.

The exhibit for the past five years is as follows:—

	Passenger Cars	Trucks & Buses	Parts—Value
1920.....	4,089	1,281	\$1,074,909
1921.....	6,750	1,482	1,528,729
1922.....	7,279	943	992,812
1923.....	7,559	913	.....
1924.....	8,639	1,392	.....

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$15.00.  
12 insertions, the 11th and 12th insertions being free, will cost \$30.00.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

### BUSINESS OPPORTUNITIES

#### OWNER, RETIRING,

will sell automobile service station and accessory business; business established 15 years and doing about \$75,000 annually, yielding substantial net profit; inquiries invited from responsible individuals who know the business and can manage capably; \$10,000 to \$15,000 cash required. Box 45, Automotive Daily News.

#### HELP WANTED

AUTOMOBILE SALESMEN—One of the largest Chevrolet dealers in New York city requires the service of several young men to fill vacancies in their retail sales department; retail sales experience essential, not necessarily automobile; clean cut, ambitious men with unquestionable references only need apply; salary, commission and bonus when qualified. Apply Bates Chevrolet Company, Mott Ave. and 140th St., Bronx.

## INCORPORATIONS

Boston, Oct. 17 (U. T. P. S.).—The following firms have been granted incorporation papers in Massachusetts during the past week:—

The Murray Motors, Inc., Worcester, \$125,000; automobiles; William H. Murray, William J. Slatery and Harold H. Hartwell.

Freight Service Bureau, Inc., Boston, \$10,000; motor transportation; Frank W. Wick and Earl W. Harden of Boston and John F. Connelly of Chelsea.

Trenton, N. J., Oct. 17.—New incorporations filed here include:—

Newark Auto Sales Company, Newark, \$100,000; automobiles and supplies; Samuel S. Barmore, Francis Pitt and John S. Gant.

Gigl & Shorten Auto Sales Company, Elizabeth, \$125,000; automobiles and accessories; Joseph L. Gigl, Frances D. Gigl, John J. Shorten and Kathryn P. Shorten. Mackie Sales and Service Com-

pany, Paterson, \$25,000; deal in automobiles and accessories; Adolph Kroener, Amelia Kroener, Annie E. MacAfee and Louis M. Comen.

Concord, N. H., Oct. 17.—A new incorporation in New Hampshire is the Auto Attachment Company, Inc., Gorham, \$10,000; president, Nathaniel R. Leach; vice-president, Harry G. Clark; treasurer, Harold L. MacGown; clerk, Daniel J. Daley; director, F. Haviland Sibley.

Raleigh, N. C., Oct. 17.—Among the charters of incorporation issued here was that of the Vance Motor Company, Henderson, \$25,000; R. S. McCain, Al. B. Wester and G. E. Winston.

Jackson, Miss., Oct. 17.—East Mississippi Motor Company, Starkville, with a capitalization of \$15,000, has been chartered with W. D. Rankin, D. C. Castles and others as incorporators.

# WANT

To Buy an Automobile  
To Sell Your Business  
A Fast-Moving Salesman  
To Patent Your Invention  
To Sell Your Used Cars  
More agents & distributors  
Additional Capital  
A Reliable Partner  
More High Class Dealers  
To buy a profitable business  
To sell parts & equipment

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You now can, for the first time in the history of the industry, send your message overnight to thousands of prospects, all of whom represent individuals who are potential customers.

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JUST SIT DOWN RIGHT NOW AND PREPARE AN ADVERTISEMENT FOR INSERTION IN THE CLASSIFIED SECTION OF THE AUTOMOTIVE DAILY NEWS—JUST TAKE THE SHORT-CUT TO THE CLASS OF MEN IN THE AUTOMOTIVE TRADE YOU WANT TO REACH.  
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